













## THE TEA AND COFFEE TRADE JOURNAL

Contents for July, 1918

Volume XXXV

Number 1

WHO'S WHO IN THE TRADE. <i>Frank's piece</i> <i>An Appreciation of Arjay Davies, President of the</i> <i>National Wholesale Grocers' Association.</i>	19	THE UPLIFT CORNER.....	47
SUMATRA'S EAST COAST TEA INDUSTRY.....	21	EDITORIALS.....	48
<i>Illustrated.</i>		The First Sumatra Tea Story—Publicity the Cure for Flavoring Extract Abuses—"H' Fresh Bread, Why Not Fresh Coffee"—Thos.: Coffee Propaganda Assurances.	
A STUDY OF "DUTCHED" COCOA.....	26	FLAVORING EXTRACT MEN CONVEINE.....	50
COFFEE BOOM IN ENGLAND.....	26	<i>Illustrated.</i>	
<i>By Thomas Reece.</i>		EXTRACT TRADE PROBLEMS.....	53
THE TEA AND COFFEE WAR TAX.....	28	<i>By H. M. McCormick.</i>	
TEA IN SOUTH AFRICA.....	28	A NATION UNITED.....	53
<i>By Charles J. Pizar.</i>		WHY EXTRACTS ARE ESSENTIAL.....	54
COFFEE IS A WAR-TIME NEED.....	29	<i>By C. F. Sauer.</i>	
SWISS CHOCOLATE INDUSTRY.....	30	MAINLY ABOUT PEOPLE.....	54
<i>By W. P. Kent.</i>		MISCELLANEOUS TRADE.....	56
THE ADVISORY COFFEE BOARD.....	30	NEW ELECTRIC COFFEE ROASTER.....	56
<i>Illustrated.</i>		<i>Illustrated.</i>	
COFFEE AND SPICE CANARD.....	31	OBITUARY.....	58
COFFEE ROASTERS FOR THE A. E. F.....	32	Charles P. Chapin—Richard L'ison—William H. Mohr—Herbert W. Stickney—Charles A. McGuire— Victor H. Engelhard	
<i>Illustrated.</i>		AMERICAN EXPORTER IN PRIZE CASE.....	58
FORBIDS UNEQUAL VALUE PREMIUMS.....	33	MAIL ORDER HOUSE CURBED.....	58
COFFEE ROASTERS FOR THE ARMY.....	33	JOBBER IS FINED BY FOOD BOARD.....	58
TEA COMMITTEE REPORTS.....	33	HOW LACK OF SHIPS AFFECTS TEA.....	60
NEW YORK MEN TO HELP LAWRENCE.....	33	<i>Illustrated.</i>	
GROCERY TRADE DIGEST.....	34	GIVES SOUVENIRS AT CONVENTION.....	61
WHOLESALE GROCERS CONVEIN.....	34	MARKETS OF THE WORLD.....	60
RICE ON FIXED PRICE BASIS.....	35	OUR LONDON LETTER.....	60
TRADE BOARD WARNS LICENSEES.....	35	PORTO RICO'S COFFEE OUTLOOK.....	62
NEWS OF THE TRADE.....	35	SPICES IN SWITZERLAND.....	61
Four Prominent Specialty Men Honored—Rice Compa- nies Penalized—Tri-State Elects Davies' Successor —Denies Oatmeal and Rolled Oats Rumor—A New Packers' Association—Wholesale Grocers Punished— Specialty Makers Set Convention Date—Sugar Re- finers Asked to Limit Output—Hoover Punished for Food Law Violators—Rice Flour Mills Needed— Dairy, Food and Drug officials to Meet.		BRITISH SEIZE STOLLWERCK COCOA.....	61
TEA AND COFFEE RESEARCH BUREAU.....	37	CHICAGO NEWS LETTER.....	61
THE AROMA OF COFFEE.....	37	NEW ORLEANS LETTER.....	61
PATENTS AND TRADE MARKS.....	39	THE NEW YORK MARKETS.....	66
PROTECT TRADE MARKS ABROAD.....	39	BRAZIL FREIGHTS UNDER SCRUTINY.....	66
PATENT OFFICE RECORD.....	39	NEW GREEN COFFEE FREIGHT RATE.....	66
Patents Granted—Trade Marks Registered—Trade Marks Pending.		INFORMATION FOR BUYERS.....	68
<i>Illustrated.</i>		New Source for Spices, Oils, Seeds, Etc.—A New Tea Maker—A New Peanut Butter Machine.	
AGAINST NATIONAL TRADE MARK.....	40	SALIENT TRADE NOTES.....	70
FOR OUR BOYS OVERSEAS.....	41	PREMIUMS AND NOVELTIES.....	72
WHAT IT IS ALL ABOUT.....	41	COFFEE TRADE AND PREMIUMS.....	72
JOHN L. ON THE HUN.....	41	WE MUST BE VICTORIOUS.....	74
MAKERS OF THE FLAG.....	41	THE PRACTICAL RETAIL GROCER.....	76
<i>By Franklin K. Lane.</i>		KEEPING THE TRADE AT HOME.....	76
THE CARELESS SAMMIES.....	42	<i>By Frank Farrington.</i>	
FREEDOM'S CROWNING HOUR.....	42	THRIFT STAMPS ARE NOT PREMIUMS.....	78
THE AERIAL BOOTLEGGER.....	42	FOOD CONSERVATION DIGEST.....	78
THE TRADE'S ROLL OF HONOR.....	42	THE FOUR SQUARE PLAN.....	78
HOW TO HELP WIN THE WAR.....	43	WHY WE MUST SAVE WHEAT.....	80
THE WILL TO WIN.....	43	TEA NOTES FOR RETAILERS.....	86
<i>By Frederick D. Gardner.</i>		<i>By H. L. Maclean.</i>	
ONE COFFEE ROASTER'S METHODS.....	43	DELIVERYMEN AS TRADE GETTERS.....	86
WHEAT SAVING SLIPS IN PACKAGES.....	43	SYSTEM AND SALESMANSHIP.....	86
SPREAD THE VICTORY GOSPEL.....	44	THE LAW OF OBEDIENCE.....	86
WHAT THRIFT REALLY IS.....	44	<i>By Elbert Hubbard.</i>	
MEETING THE LABOR SHORTAGE.....	44	GINGER SALES TALKS.....	88
AMERICAN TRADITION.....	44	<i>By Wesley Williams.</i>	
BLOCKING NEW WARS.....	45	HOW TO SAY "GOOD MORNING".....	90
<i>By Herbert S. Houston.</i>		EMPLOYEE'S SALE.....	90
		KAISER OR—CHRIST.....	90
		CLASSIFIED WANT ADVERTISEMENTS.....	90
		PRICES CURRENT.....	92

INDEX TO ADVERTISERS WILL BE FOUND ON PAGE 96

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THE TEA AND COFFEE TRADE JOURNAL COMPANY.



# COGOLLO

The mark of one of the highest Grade  
Coffees Grown in Colombia, S. A.

A coffee noted for its mild and delicious flavor and unsurpassed fragrancý. Grown in fertile soil and cultivated in accordance with the latest methods. Carefully picked, hulled, selected and stored under sanitary conditions.

Whether you buy "Cogollo Lavado," "Cogollo Selecto" or "Cogollo Especial" you are certain of getting a coffee of uniform quality, a coffee that will add character to your blends—one that will build your coffee trade.

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ORDER BY THE NAME "COGOLLO"

Buy by the name  
"Cogollo"

COGOLLO & CO. Rep. of  
Cucuta Coffee Planters Colombia,  
S. A.

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THE FOREIGN AND HOME PRODUCTS CORP'N

93 FRONT ST., N. Y. CITY 'Phone Hanover 1070

*Desires to QUOTE PRICES and to SUBMIT SAMPLES of*

## TEAS

**Packed to Suit Export Buyers**

Leads and Tins  
 $\frac{1}{8}$ — $\frac{1}{4}$ — $\frac{1}{2}$ —1  
pound packages.

Caddies and Boxes  
Lead Lined  
5 lbs. to 25 lbs.  
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Original Boxes  
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Iron strapped.

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*Offering some choice lots.*

*Ask for Samples*

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Suitable Seals for closing them  
Foil Lined Containers  
Can Labels - Covered Cartons  
for packing Coffee and Tea

THOMAS M. ROYAL & Co  
BRYN MAWR, PA.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

# LAMBERT

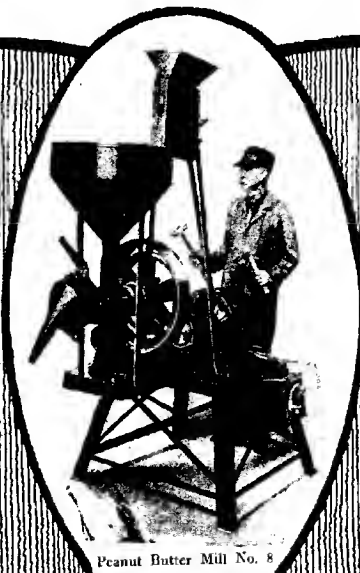
*"The Line That Excels"*

## ***Lambert Peanut Butter Equipment***

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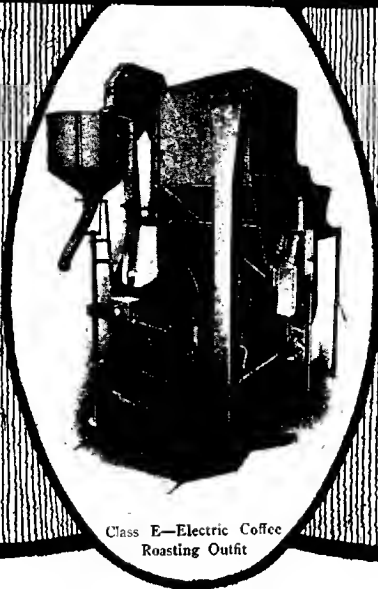


Peanut Butter Mill No. 8

**Lambert Machine Co., Marshall, Mich.**

# LAMBERT

*"The Line That Excels"*



Class E—Electric Coffee  
Roasting Outfit

## *The Lambert Electric Coffee Roaster*

The Lambert coffee roaster excels because it is the pioneer indirect flame (underneath) gas roaster. Because it is the most compact, self-contained, two bag roaster on the market. Because it requires the minimum of power for operation. Because it is easily installed. Because it is substantially constructed.

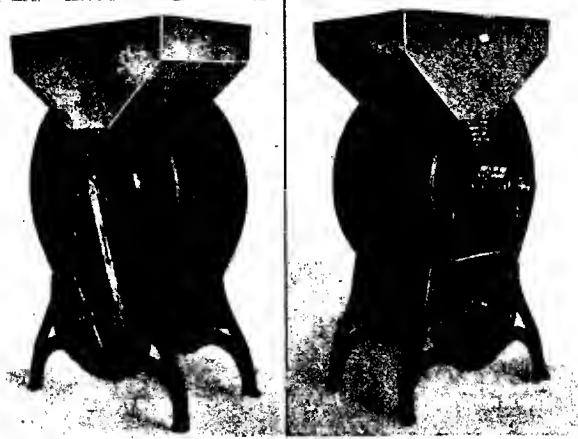
A complete outfit designed for coffee, peanuts, cocoa beans, cereals, etc., comprising roaster, cooling apparatus, elevator, feed hopper, electric motor, with geared connections and gas attachments; also stoning and chaffing attachments for coffee. Built in two standard sizes—three hundred pounds and two hundred pounds capacity.

Plans for larger plants prepared on application. Ask for catalog of complete line.

**Lambert Machine Co., Marshall, Mich.**



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J. A. FOLGER & CO., of Kansas City, write March 22, 1918:

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J. FULLARTON & CO., of Boston, write Feb. 19, 1918:

"We are very much pleased with the new granulator."

GRAY MFG. CO., of Spokane, write Feb. 22, 1918:

"We have had the No. 1 coffee granulating mill in operation for the past five months, and it has proven satisfactory in every way."

INDEPENDENCE COFFEE & SPICE CO., of Denver, write March 4, 1918:

"The No. 1 coffee granulator and chaff remover with which you recently furnished us, is working to our entire satisfaction."

PARSONS & SCOVILLE CO., of Evansville, write June 18, 1918:

"The No. 1 granulator with chaff remover installed in our coffee department last March has proved entirely satisfactory."

**JABEZ BURNS & SONS**

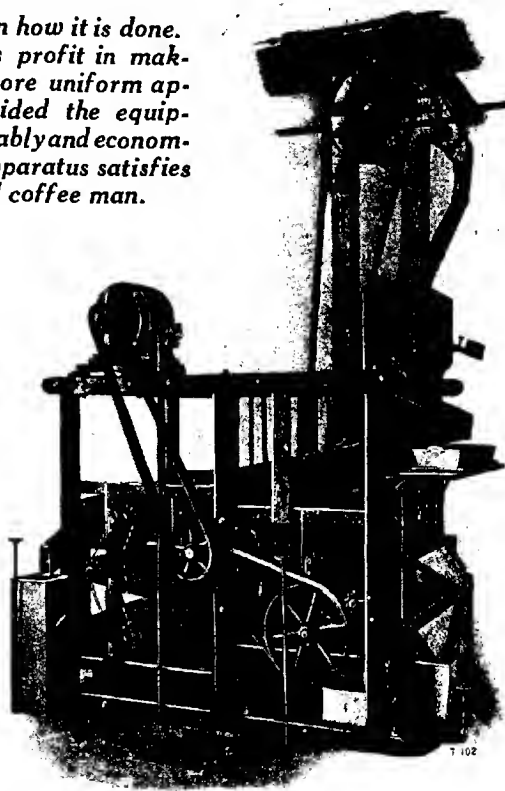


**11<sup>th</sup> AVE. & 43<sup>rd</sup> ST. NEW YORK,**

## Does Coffee Separating Pay?

*That depends on how it is done. There is always profit in making grades of more uniform appearance, provided the equipment works reliably and economically. Our apparatus satisfies the experienced coffee man.*

This is our No. 4 Separator without fan, installed with desirable connections.



Memphis, Tenn., Oct. 22, 1917.

Jabez Burns & Sons, New York:

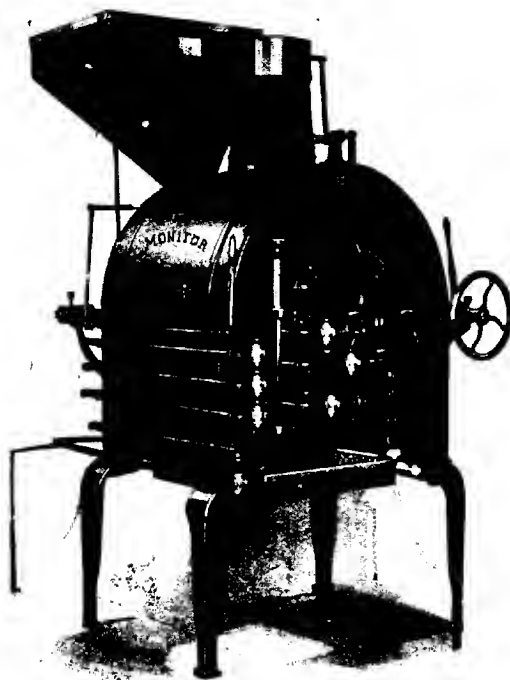
*The No. 4 Green Coffee Separator was installed several weeks ago. It is giving first-class satisfaction and we are much pleased with it.*

MAURY-COLE COMPANY.

JABEZ BURNS & SONS



11<sup>TH</sup> AVE. & 43<sup>RD</sup> ST. NEW YORK



**Monitor**  
REGISTERED TRADEMARK

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Sizes Nos. 2 and 3

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The best made and  
most dependable  
factory Roaster  
made

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Ask any user

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## BRIGHT ROASTS

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A Bright roast is a big point in selling coffee in a good many cases. In the MONITOR roaster there are several features embodied in its general make-up, which produce the brightest possible roasts obtainable from any lot of coffee. Let us show this to you. While we are getting this brighter work, we are also getting other very advantageous features, which we should be very glad to show to any interested party. Our CATALOGUE No. 54.

New York City  
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HUNTLEY MFG. CO.  
Factory and Main Office  
Silver Creek, N. Y.

Minneapolis, Minn.  
218 Iron Exchange

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# Hold Up

*"Service is a Science"*



## Let Us Plan for You

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Manufacturers interested in cutting down their operating expenses by using automatic machinery for making, filling, sealing and moisture-proofing cartons and sealing containers automatically, should write for particulars regarding complete Packing Room Equipment.

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### JOHNSON AUTOMATIC SEALER CO.

LIMITED

BATTLE CREEK

MICHIGAN

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# Adopt Packaging Machinery Handling Triple-Strength Cartons

## The Strongest Carton Made

By this we mean the ordinary carton that you are familiar with, which is furnished by all carton makers with the sides already glued. A carton made in the above manner is the only one that is structurally correct, and having **Triple-Strength** at all points of stress.

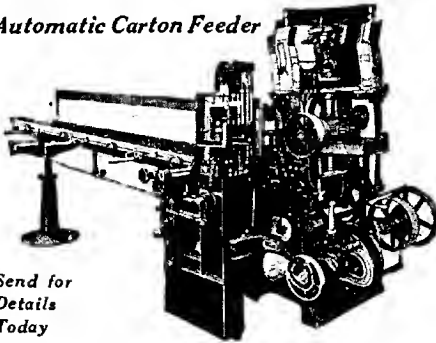
The "**Pneumatic Way**" is the only system that automatically fills, weighs and packages all classes of package goods in **Triple-End Cartons**.

The **Triple-Strength** is at both ends of the carton, and it means folding four tabs in for both top and bottom, thus giving you an absolutely tight, square, and strong-cornered bottom and top of **Three-Ply Thickness**.

The **Triple-End Cartons** handled on **Pneumatic Machines** will not skew at the sides or buckle at the corners, a common fault with the one-ply bottom carton. **Triple-End Cartons** afford better protection against moisture than the one-ply bottom carton, which quickly soaks up moisture.

The **Triple-Strength Cartons** are fed from a supply stack to our **Automatic Carton Feeder**, which opens up the knock-down cartons against the way they are scored, thus preventing skewing and insuring proper rectangular form for square top seal. The Carton Feeder now carries the open cartons to the Bottom Sealing Machine, thus making the **Pneumatic System Entirely Automatic**. Cartons are fed continuously to the Sealing Machine, and the certainty with which they are mounted on the forming blocks greatly increases the output over hand feeding. The speed of our Automatic Carton Feeder is at the rate of from 15,000 to 18,000 accurately weighed and perfectly sealed packages per day.

*Automatic Carton Feeder*



*Send for  
Details  
Today*

*Let us explain our complete method of handling  
**TRIPLE-STRENGTH  
CARTONS.***

**PNEUMATIC SCALE CORPORATION, Ltd.**  
**NORFOLK DOWNS, MASS.**

**NEW YORK**

**CHICAGO**

**KANSAS CITY**

**TORONTO, ONT.**

**W. & C. PANTIN, 147 Upper Thames Street, LONDON, ENGLAND**

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**VULCAN TRADING CORPORATION**  
**120 BROADWAY NEW YORK**

IMPORTERS  
 OF

**COFFEES, COCOAS,  
 SPICES**

**CORRESPONDENCE SOLICITED**

**TALKS WITH THE  
 GREEN COFFEE BUYER**

**5.—LOYALTY**

Emphasis is being placed upon loyalty, these days—loyalty to our flag and country—loyalty to our allies.

All good Americans are asserting their loyalty by word and deed, showing on every hand that we are a united nation.

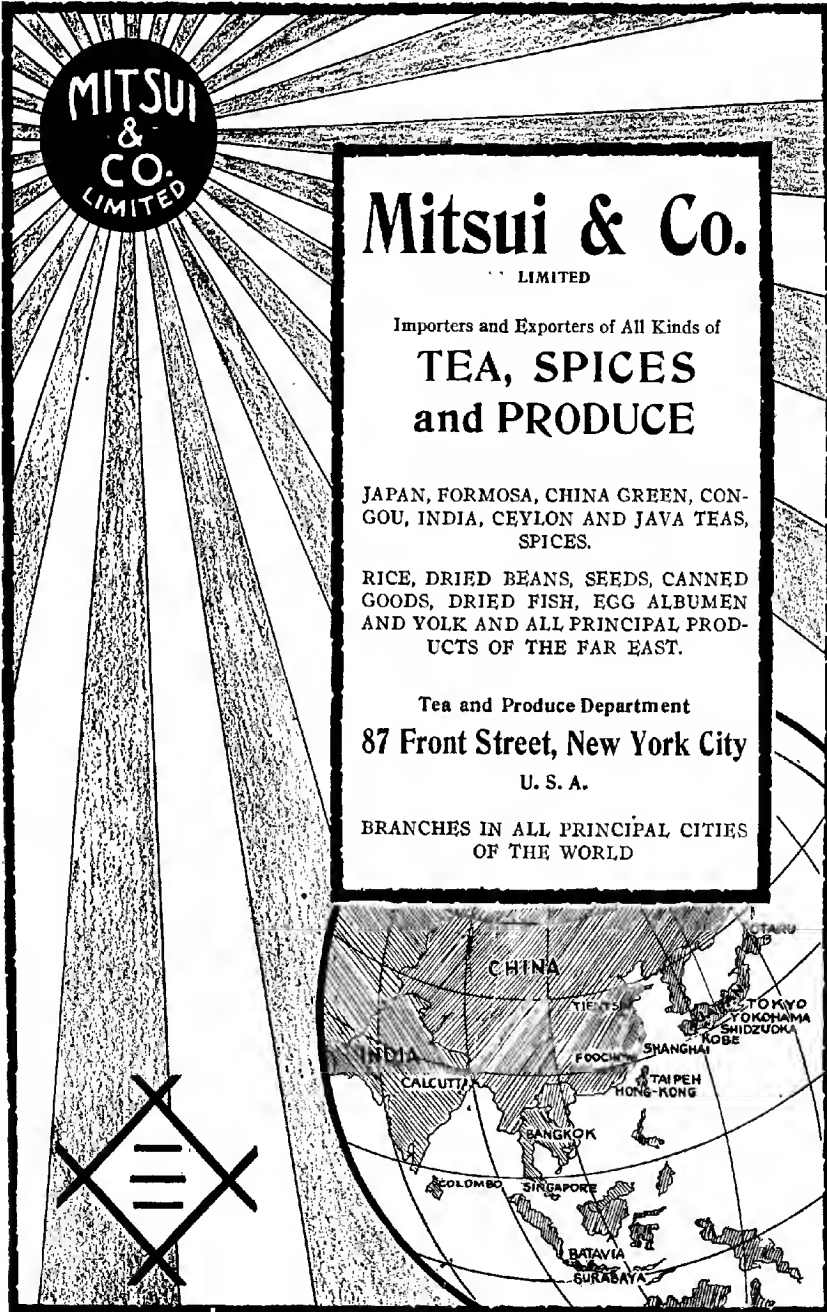
Just now the coffee trade is passing through a trying period. These are stressful days for coffee merchants. The exigencies of war have necessitated governmental regulation of our business. Our loyalty is being put to the test, and most coffee men are doing the right thing willingly and loyally.

Now, more than ever before, the coffee roaster needs efficient service from the importer. We seek the opportunity to help roasters solve present coffee buying problems.

**M. LEVY'S SONS**

Importers and Jobbers of Green Coffee

**436 Gravier Street :: New Orleans**



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&  
CO.  
LIMITED**

# Mitsui & Co.

LIMITED


Importers and Exporters of All Kinds of  
**TEA, SPICES  
and PRODUCE**

JAPAN, FORMOSA, CHINA GREEN, CON-  
GOU, INDIA, CEYLON AND JAVA TEAS,  
SPICES.

RICE, DRIED BEANS, SEEDS, CANNED  
GOODS, DRIED FISH, EGG ALBUMEN  
AND YOLK AND ALL PRINCIPAL PROD-  
UCTS OF THE FAR EAST.

Tea and Produce Department  
**87 Front Street, New York City**  
U. S. A.

BRANCHES IN ALL PRINCIPAL CITIES  
OF THE WORLD



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Importers  
New York

COFFEE  
New Orleans  
Chicago  
London

Exporters  
Santos, Brazil



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Importers of all classes of tea, including

# CEYLONS, INDIAS and JAVAS

63 Wall Street, New York

## HUNT & CO.

The Oldest Japan Tea Exporting House  
in the Orient

# JAPAN TEA :: CHINA TEA

135 Front St., New York

CHICAGO MONTREAL  
326 W. Madison St. 3 St. Nicholas St.

Agencies in Important Cities

## TEAS

BEST VALUES IN

# India, Ceylon<sup>N</sup> JAVAS

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## TEMPLE GARDEN PRODUCTS



TEA  
COFFEE  
COCOA  
CHOCOLATE  
SPICES  
EXTRACTS

THE TEMPLE GARDEN CO., BOSTON

## The Laurel Improved Coffee Granulator and Chaff Remover

Cheapest and best machine on the market. The machine you will want to increase your sales of clean ground coffee. Write for photo and sample of the work of machine.

Used Coffee-Roasting and Grinding Machinery. Send for list.

The Laurel Mfg. Co.  
627 N. 3d St., Phila., Pa.



Chas. Dittmann, F. V. Allain, Chas. S. Dittmann, Jr.  
Member N. Y. Coffee Exchange

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New Orleans—501 Gravier St., P. O. Box 747  
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Messrs. E. Johnston & Co., Ltd., Santos  
Messrs. E. Johnston & Co., Ltd., Rio-de-Janeiro  
Messrs. Norton Megaw & Co., Ltd., London  
Messrs. Norton Megaw & Co., Ltd., Rio-de-Janeiro  
Messrs. Carlo Parcio & Co., Rio-de-Janeiro  
Messrs. Arbuthnot, Latham & Co., Bankers, London  
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**Commercial Letters of Credit Issued**  
Our spot department makes a specialty of selecting and purchasing coffees for the interior trade.

## "Ark safe" Elastic Paper Linings

FOR BAGS AND BARRELS

Absolute protection to Coffee, Rice, Sugar  
and Spices.

Samples Upon Request

# Arkell Safety Bag Co.,

CHICAGO  
14 East Jackson Boulevard

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## "SEALRIGHT" High Grade Paper Cans

for the packaging of Coffee, Tea and other Dry, Liquid and Semi-Liquid Foods.

Fine appearing, durable, water-tight, odorless and tasteless.

The superior appearance and construction of "Sealright" Cans, attract immediate attention wherever shown.

Write for Samples and Prices

**SEALRIGHT CO., INC.**

FULTON, N. Y.

**Kalamazoo Vegetable Parchment Paper goes OVER THE TOP!**

of butter, lard, dairy products, meat, and other perishable foods, to protect them against the ravages of impure air, vermin, moisture and destructive elements. Also, it's wrapped around these foods completely! Waxed paper also serves by saving food. Used most extensively as bread wrappers. In both industries and homes these products of the world's cleanest paper mill—**VEGETABLE PARCHMENT and WAXED PAPERS**—are used to save food, sealing materials other than paper, labor, time and to prevent waste. Samples mailed promptly. PRATTLE mailed monthly!

Kalamazoo Vegetable Parchment Company,  
Kalamazoo, Michigan, U. S. A.

## COFFEE URN AND MAILING BAGS START USING OURS—YOU WON'T STOP

A story is told of how a farmer living in a small town had never seen a steam locomotive. Some tourists not wishing to deprive him of the opportunity, drove him, one day, about 40 miles to the railroad station, and, luckily, arrived just in



URN BAG

time to see the Chicago limited being loaded and unloaded. Old Si looking the train over carefully, exclaimed, "fellers, they'll never start her." Just then the train pulled out disappearing in the distance leaving old Si staring and bewildered; "fellers", he exclaimed, "they'll never stop her."

If you will start using our COFFEE URN BAGS, INDIVIDUAL TEA BAGS and MAILING BAGS, it is safe to predict that you will never stop. Our business is founded upon the principle that reliability based upon uniformity of the product is the Keystone of everlasting success. We seek the opportunity to demonstrate what we can do for you.



MAILING BAG

**NATIONAL URN BAG COMPANY**  
Manufacturers of Cotton Bags of Every Description  
174-176 East 104th Street, New York

SAMPLE MAILED ON REQUEST

# BULK COCOA

IN BARRELS AND DRUMS

Also packed in tin cans under your

## Private Label

We make American and Dutch  
Process Cocoa.

Write for our *Latest Price List*.

State Style of Packing and  
Quantity Required Annually.

Tell us where you saw this  
advertisement.

## Ambrosia Chocolate Co.

331-333-FIFTH STREET

MILWAUKEE, WIS.

THE PROGRESSIVE CHOCOLATE AND COCOA  
MANUFACTURERS

# VANILLA BEANS

THURSTON & BRAIDICH

27 CLIFF STREET  
NEW YORK

# COCOA POWDER

UNDER DEALER'S BRANDS FOR WHOLESALE GROCERY AND SPECIALTY HOUSES—

In 1s, 1-2s, 1-4s, and 1-5s, packed under customer's labels, or under our own stock labels.  
All goods guaranteed under U. S. Serial No. 151.

## FOUNTAIN CHOCOLATE

IN BULK—Barrels—Kegs—Drums—Tins  
For Soda; Ice Cream; and Baking Trade. Both "Natural" and "Dutch Process" grades.

*Write us for samples and prices. State size used and quality needed. Address*

HOOTON COCOA CO.,

NEWARK, N. J.

## \*MORE PROFIT FROM YOUR COFFEE BUSINESS\*

35 years experience in supplying the steady requirements of the largest coffee concerns enables HILLIS to turn out

### COFFEE SUBSTITUTES—COFFEE FILLERS

and CHICORY SUBSTITUTES suitable in DRINK, ROAST and GRIND.  
For every purpose

HILLIS' PRODUCTS have been a continued source of revenue for all who use them. If interested, write for samples and prices.

HILLIS CEREAL MFG. CO.

Rodney & Ainslie Sts.

Brooklyn, N. Y.

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**VANILLA BEANS**

MEXICANS, BOURBONS  
TAHITI, TONKA BEANS

**FRUIT FLAVORS**

**RUSSELL & COMPANY**  
101 Beekman St.  New York City

**VANILLAS**

of every variety

ESSENTIAL OILS    ETHERS

**M. L. BARRETT & CO., Importers**  
Oldest Vanilla Dealers in U. S. A.  
233 W. Lake St.    Chicago

**WABASH BAKING POWDER CO.**

*King of Private Brands*

The Largest Exclusive Private  
Brand Baking Powder, Extracts,  
Gelatine Dessert, Corn Starch  
and Soda Factory in the World.

Wabash, Indiana.

Established 1892.

**Comores**

Bourbon Vanilla Beans

We are direct receivers  
from the Islands.

**Tahiti**

Vanilla Beans

White and Yellow Label

Shipments received at  
regular intervals.

**ANTOINE CHRIS CO.**

18-20 PLATT ST.

NEW YORK

**FRUIT FLAVORS  
ESSENTIAL OILS**

*Price List upon request*

**W. J. BUSH & CO.,**  
INCORPORATED

100 William St.    NEW YORK

**CHICORY**

**HENRY FRANCK SONS, Inc.**

FLUSHING, N. Y.

Growers, Dryers, Roasters and Manufacturers of Chicory  
in all its Various Forms

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

## efficiency —

is fully as essential in the distribution of food products as in manufacturing. The government realizes it. The housewife realizes it, and is buying her coffee where she can obtain it FRESH ROASTED and without the necessity of paying an extra profit and for a fancy container!

### The Royal Coffee System is the Answer

With the **Royal System** the merchant buys his coffees green at first hands, roasts FRESH DAILY and steel cuts or pulverizes as his trade requires, eliminating all unnecessary expense and furnishing his trade better coffees full of that delightful aroma and flavor obtainable only through fresh roasting daily and steel cutting as sold.

These **better coffees** are furnished at the popular prices, giving the housewife full value for her money and the retail merchant a substantial profit on which to do business through handling his coffee department on an efficient basis.

### "Every User a Booster"

has been the experience of thousands of merchants equipped to render this better service, and through increasing the business materially wherever installed ROYAL SYSTEMS have paid for themselves in even **less time than we allow for payment.**

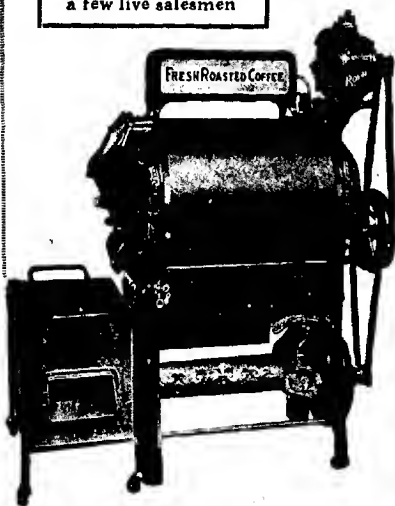
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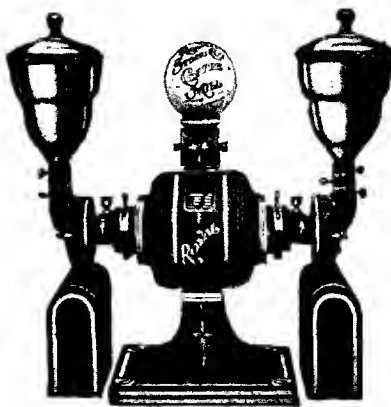
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# THE TEA & COFFEE TRADE JOURNAL

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No. 1

## WHO'S WHO IN THE TRADE



ARJAY DAVIES

President of the National Wholesale Grocers'  
Association

See Page 35

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*Photograph by Courtesy of Adviesbureau voor Landbouwkaken.*

A FOUR-YEAR-OLD TEA GARDEN AND ITS MODERN FACTORY AND KAMPOENG (LABORERS' HOMES)



*Photograph by Courtesy of the Borneo Company, Ltd.*

MANAGER TEACHING NATIVE MANDORS HOW TO PRUNE FIFTEEN MONTHS' OLD TREES

SCENES IN THE HEART OF SUMATRA'S EAST COAST TEA DISTRICT

## SUMATRA'S EAST COAST TEA INDUSTRY

¶ In the past five years, Sumatra's East Coast has developed into one of the most promising tea-producing regions in the world. In 1915 the yield was approximately 1,205,000 pounds; and in 1916 over 3,000,000 pounds. ¶ The soil, of volcanic origin, has been pronounced ideal. It is expected that by 1921 the total Sumatra crop will reach 50,000,000 pounds. ¶ There are now eighteen tea companies on the East Coast, and many more are awaiting a favorable money market to begin operations. The plantations and factories, as a rule, are provided with the most modern machinery obtainable, and transportation facilities are being improved and extended to meet the expected demand for service in the next three years.

DURING the past five years Sumatra, already known as a great rubber- and tobacco-growing island, has steadily developed into one of the world's most promising tea-producing countries. This is especially true of the great volcanic plateau and mountain slopes on the East Coast, which has been pronounced almost ideal for tea cultivation.

A few years ago Sumatra's East Coast was practically unknown in the world's tea trade. It attracted wide attention in 1915 by producing a crop of more than 1,200,000 pounds of tea, which was followed up in the next year with a yield of more than 3,000,000 pounds.

A Netherlands Government official has predicted that when the present acreage on Sumatra's East Coast is in full growth, which it will be in 1921, the total crop should reach about 40,000,000 pounds, and if the new gardens now being planned can be laid out their production is expected to increase the possible 1921 total tea output of Sumatra's East Coast enormously.

### THE HISTORY AND FUTURE OF SUMATRA TEA

It is only in the past few years that the interest in Sumatra tea has become general. The first experiments in growing tea commercially on the East Coast were made some twenty years ago. They were abandoned when found too expensive. A decade passed before the trials were resumed. In 1910 the present Naga Hoeta tea plantation was begun as an experiment, and the test plants proved so successful that various planters became interested and laid out plantations. To-day there are eighteen companies devoting their efforts to the cultivation of tea on Sumatra's East Coast, and many new concessions have been granted. The concessionaires are waiting for a favorable money market before beginning operations.

Discussing Sumatra's future as a tea-producing country, an official of Francis Peek & Co., Ltd., well known in the Java-Sumatra tea trade, said recently:

"Merchants and shippers should not overlook the importance of Sumatra in considering the future tea position of the world. During the past five years tea planting in that island has received a considerable amount of attention. It was found that large areas of land offered the most perfect conditions for successful tea growing, and experience has shown that the labor conditions offer little difficulty to the almost unlimited development of the cultivation. The results so far achieved have exceeded the most sanguine expectations of the pioneers of the industry. Sumatra in the future will rank as one of the great tea-producing countries of the world."

The northern part of the Sumatra East Coast is proving to be the most productive region in the island. Some tea is raised in favored spots on the Southwest Coast, particularly around Padang. Even though it has not the favorable climate of the East Coast district, experience has shown that tea can be grown there in large quantities and profitably. George F. Mitchell, the United States Tea Examiner, who recently returned from an inspection of Sumatra and other Far Eastern tea lands, says that the West Coast tea grows at a much higher altitude than the East Coast, which should guarantee teas of fine quality, and also that the West Coast has three times the population to the square mile. He points out, however, that the tea grows on very steep hillsides, which prevents the use of farm machinery to the extent it can be used on the East Coast.

### FEATURES OF THE EAST COAST TEA DISTRICT

To grasp the true significance of the East Coast as a tea country one must study the topography of the island. Sumatra is divided lengthwise, so to speak, by a high range of mountains running north and south. These mountains protect the East Coast from the constant destructive winds and rains that sweep from the west across the Indian Ocean and break against the mountain



range. Wind storms in the tropics (Sumatra straddles the equator) reach destructive proportions, and are frequently accompanied by torrential rains, against which young tea shrubs are unable to stand.

The East Coast tea districts lie back of Medan on the great eastern plateau and the slopes of the mountains. This region is made almost wholly of the alluvial deposits that are constantly being brought down from the mountains by rivers.

In 1915 Dr. Ch. Bernard, the Java tea expert, undertook a series of investigations around Medan. He found the soil, rainfall and general conditions extremely favorable for tea growing, and reported to the Netherlands Government that most of the well laid-out tea gardens of the section would yield 1,200 pounds of dry tea per acre in the fourth year of culture, which would be a record production and is almost unknown even in Java. He explained this by the statement that plants of the East Coast have a high vegetative rate, and are comparatively free from attacks by parasites.

The rainfall in the East Coast district averages from 120 to 160 inches per annum, and the average of sunshine is about seven hours per day. These factors make the climate about perfect for tea growing. The nights are always cool, but the variation in temperature is very slight.

Tea is grown on a large scale on the East Coast. The largest plantation, the Naga Hoeta, contains at present about 7,000 acres, which produced in 1917 more than 4,000,000 pounds of tea. It is planned that by the end of 1918 this estate will have 11,250 acres, which, when in full bearing, should yield about 12,000,000 pounds.

The tea plantations are operated by Dutch, English, Germans and a few Russian interests, the size of the relative holdings being in the order named. However, the English investments represent about 7,500,000 guilders, as against 5,000,000 for the Netherlands. Because of the English influence, and possibly the fact that a British tea company was the pioneer on the East Coast, the exportation has been principally to London, where the leaf has been received favorably and sold at satisfactory prices.

In recent months, however, there is evident a tendency to no longer consign plantation products to European markets, but to establish regular exchange at Medan with direct shipments to ultimate destination. The more the Pacific Coasts of America and Asia awake to the opportunities in the Dutch East Indies, the more reason the growers will have to break up the monopolies in Java and Sumatra products which Northwestern Europe has held so long.

#### GOVERNMENT SUPERVISION

Sumatra tea is grown almost exclusively from Assam stock, the planters on the East Coast profiting by the experience of the tea growers in Java, who found Assam tea seed to be best suited to the conditions in their island. The Government of the East Coast exercises careful control of tea seed imports, and has established an "Official Tea Seed Control Office" at Belawan Deli, the largest ocean port on the East Coast. The planters also have the benefit of the Netherlands Indian Government's experimental stations in Sumatra and Java, and the Agricultural Union formed by the tea growers. The Tea Expert Bureau at Batavia also gives expert advice on the manufactured product.

The cultivation and manufacturing methods in force in Sumatra generally are similar to those employed in Java, though on a majority of the East Coast estates more attention is given to labor-saving devices, both in the field and in the factories, than in any other tea district in the world. Improved cultural machinery has been adopted, the tea factories generally are fully equipped with modern apparatus, and automobile trucks play a large part in transporting the tea to the sea coast.

#### THE CLIMATE AND SOIL

Northeast Sumatra, like Java, lies in the zone of alternate monsoons; one monsoon comes from the southeast, is dry and hot, and lasts from May to September; the other comes from the northwest, brings heavy rains and continues from November to March. The temperature is equable, high and extremely humid.

The soil and subsoil of Sumatra are easily as good as that of Java, which has been acknowledged as one of the leading natural-growing countries of the world. The vegetative rate in Sumatra is reported to be higher than in even Java, and the growths larger and more undisciplined. In the East Coast tea districts the soil is generally volcanic (Sumatra abounds with extinct volcanoes) and very friable. It is decidedly loamy, its constituents comprising about 25 per cent organic matter, an equal proportion of clay and about 50 per cent sand.

#### METHODS OF CULTURE AND MANUFACTURE

As stated before, Sumatra tea is grown from selected Assam stock. The young seedlings are generally planted when from six months to one year old. The sun is hot in Sumatra, and so the planters protect the young shrubs by covering them tent fashion with shingles or rice straw. The plantations are weeded once a month, and the



A TEA GARDEN JUST AFTER IT HAS BEEN PRUNED, THE BUSHES BEING CUT TO SIX INCHES

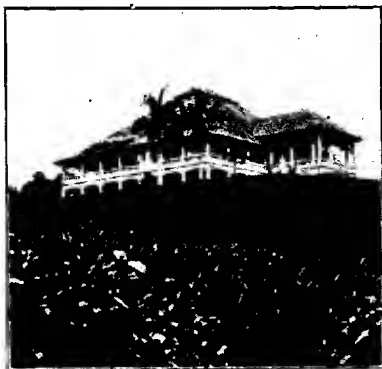


*Photographs taken on the Haboko Estate in Asahan.*

A CLOSE-UP VIEW OF TEA BUSHES FOUR MONTHS AFTER PRUNING AND NOW READY FOR PLUCKING

### MODERN TEA CULTURE SCENES ON SUMATRA'S EAST COAST

soil worked over two or three times a year, according to altitude. Sumatra planters have the trick of digging holes at intervals, in alternating rows, to take up the surplus of rain that otherwise would cause washing away of the soil if the water did not have some place to stand until absorbed.



*Photograph by George F. Mitchell.*

THE BUNGALOW HOME OF A TEA ESTATE ADMINISTRATOR IN SUMATRA

Absorption is rapid. In addition to the usual shade trees the planters use numerous wind-breaks.

Trenches measuring 10 feet long, 12 inches wide and 6 inches deep are dug between the shrubs in the third or fourth year of growth, in order to air the roots. The first crop can be gathered in the third year, though the yield is generally scanty. Generally once a year the bushes are closely pruned, some planters cutting them down to stumps 6 inches high. Four months after pruning the bushes are ready for plucking.

Plucking goes on practically all the year round in the East Coast. Until recent years tea planters were hampered by their inability to get competent and steady laborers. They are now using some natives, but imported Javanese form the bulk of the laboring class. The Javanese bring their families to the tea districts and keep up their original customs of living. Usually they are managed by a Hollander thoroughly familiar with their language and customs. All Sumatra labor is indentured and under control of the Government's coolie inspection service. The workers are housed in kampoenings, or community houses, on the tea estates, and have their own special hospitals under modern scientific management.

On each 1,800 acres about 1,100 women and 700 men are employed by contract for three years.

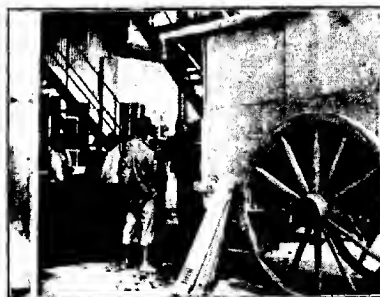
The men receive 35 guilder cents (equivalent to 14 cents United States currency) per day for each day they work, and the women 33 guilder cents. It costs about \$48 to bring a man from Java. During the three years the laborer pays back about \$6, so that the final cost to the planter to secure labor from Java is approximately \$42 a head.

After expiration of the first contract, the workers can renew for one and one-half years more, and receive 36 guilders when they sign. This must be paid back to the planter in instalments during the life of the contract. The rate of pay on the second contract is 40 guilder cents per day for the men and 35 for the women.

When investigating the East Coast tea districts in 1915, Dr. Bernard, the Java expert, reported that the cost of a Sumatra tea plantation, all expenses included, and considering that for the first three years there would be no production on a new estate, would average about 700 florins (\$281.40) per acre. Based on this figure he estimated that the invested capital would, with normal tea prices, yield a profit of about 15 per cent.

Sumatra growers give exceptional care to the plucking of the crops so as to eliminate as much work as possible in sorting the tea after it has been manufactured. Tea Examiner Mitchell reports that the tea comes from the firing machines in most cases free from woody stems and tough leaves.

Another measure of cleanliness used on the East Coast is to convey the tea from the fields



*Photograph by George F. Mitchell.*

A LOAD OF TEA LEAF ARRIVING AT THE FACTORY IN A COVERED WAGON

to the factories in covered wagons, unloading the leaves directly into a covered porte cochere.

Many of the tea factories are completely equipped with modern tea manufacturing equipment, and there is at least one capable of handling

50,000 pounds of green leaf per day. As it takes 1 square yard of burlap to wither 1 pound of leaf it means that this factory alone contains 50,000 square yards of burlap trays. The withering is done in spacious lofts on racks made of tightly

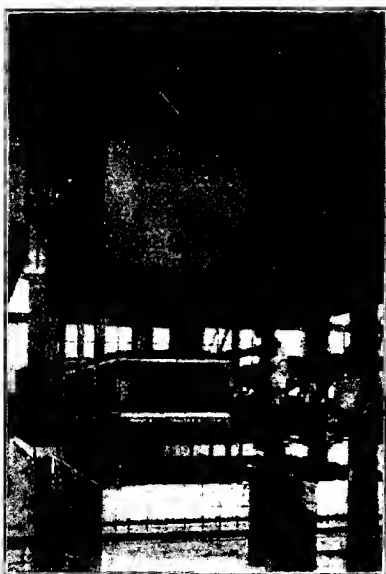
stems before the tea is sifted into the different grades by machinery.

#### EAST COAST TEA TRANSPORT

The Government of the East Coast has devoted much attention to providing good means of transporting the tea to Medan, the trading center of the district. Tea Examiner Mitchell reports that there is a wonderful automobile road and a good railroad connecting the largest tea district with the sea coast.

Practically all Sumatra East Coast tea intended for export is shipped from Belawan Deli, the ocean port for East Sumatra, at the mouth of the Kwala Belawan and the terminus of Deli Railroad. For the last few years the Government of the East Coast has been improving the port of Belawan Deli, deepening the channel so that ocean steamships can sail up the river.

Sumatra has a bright future. It is more advantageously placed than Java, being nearer the route of ocean traffic from the West to the Far East, and stands at the threshold of the China Sea, beyond which are Indo-China, China, Siberia and Japan. Eastward are America's Pacific ports. After the war, when normal conditions of trading have been resumed, Sumatra is expected by those who know its potentialities to become one of the leading tea-producing countries in the world. As compared with Java, Sumatra has about 178,000 square miles in area, and therefore is about three and two-thirds times larger than Java. Its population, however, is about a tenth of Java's, numbering approximately 3,000,000 people. It has been said that Sumatra has room for 75,000,000

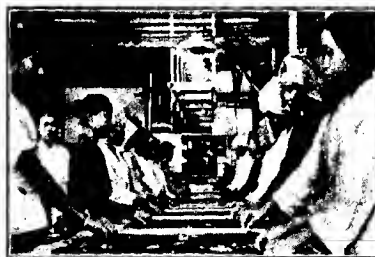


Photograph by George F. Mitchell.

A GROUP OF FERMENTING TILE TABLES USED IN A SUMATRA TEA FACTORY

stretched burlap, where the leaves remain from 18 to 24 hours before they are ready for the rolling machines. After rolling, which gives a twist to the leaves, the tea is put through the fermenting process. The modern tea factories on the East Coast are equipped with up-to-date fermenting apparatus, generally consisting of batteries of double- or triple-decked white tile tables, for holding the leaves. A heavy wet canvas jacket suspended by pulleys from the ceiling is let down over the table. The tea remains in the fermenting process until the rolled leaves turn to the color of a new copper coin. The fermenting temperature is about 23 degrees centigrade, or approximately 74 degrees Fahr. This temperature could not be maintained without the use of these wet jackets. Humidity is also aided in this way.

As a further illustration of the modern equipment used, there is a wide canvas moving belt in the sorting room, which carries the leaves from the firing room past girls, who pick out the woody



Photograph by George F. Mitchell.

A MOVING CANVAS-BELT CONVEYOR AND NATIVE GIRLS IN A SORTING ROOM

industrious inhabitants, and the land is sufficiently fertile to support them in comfort.

Sumatra teas are graded and packed quite similarly to India, Ceylon and Java teas, but generally in the larger size, Venesta, or Imperial, chests,



*Photograph by Courtesy of Adriesbureau voor Landbouwsaken.*

A MODERN TEA FACTORY NEAR MEDAN, AND A MOTOR TRUCK USED FOR TRANSPORT

measuring in inches about 19 x 19 x 24. Since most of the Sumatra teas in the past have gone to Great Britain, the percentage of Broken Pekoe and Broken Orange Pekoe is very large. The teas generally run as follows: Dust, 3 per cent; fan-nings, 13 per cent; Broken Orange Pekoe, 11 per cent; Broken Pekoe, 40 per cent; Orange Pekoe, 5 per cent; Pekoe, 11 per cent, and Pekoe Souchong, 16 per cent.

Now that Sumatra teas are being imported into America a decided change no doubt will be brought about, and the percentage of whole-leaf teas will be increased and the percentage of broken teas decreased. This can be controlled to a large extent by the number of times they are cut during grading and sorting.

In speaking about the quality of Sumatra teas, Tea Examiner Mitchell states that while of excellent quality they are not as high quality as some of the teas grown at the very high altitudes of Java (4,000 and 5,000 feet), but he also added that seldom does one find a Sumatra tea of very poor quality. The flavor is like that of Assam tea. When received in this country all Sumatra teas are tested in comparison with the same standard used for India, Ceylon and Java teas, and have to meet the same requirement. The price in the American market is about equal to that of Java teas, grade for grade.

#### A STUDY OF "DUTCHED" COCOA

After exhaustive tests of the effect of the alkali treatment of cocoas, sometimes called "Dutched" cocoas, Eugene Bloomberg, formerly assistant chemist of the Buffalo Food and Drug Inspection Station of the United States Department of Agriculture, concludes that the claim that the alkali treatment increases the amount of cocoa soluble in water is absolutely without foundation.

A description of his experiments is contained in a 20-page bulletin (No. 666) recently issued by the Bureau of Chemistry, United States Department of Agriculture. Copies can be obtained from the Government Printing Office, Washington, D. C., for 5 cents each.

#### COFFEE BOOM IN ENGLAND

**The War Has Revived Its Popularity, and British Traders Expect It to Continue in Vogue in Times of Peace**

BY THOMAS REECE  
London

ALTHOUGH tea and coffee were introduced into Great Britain at about the same time, the consumption of tea soon outstripped and almost swamped the drinking of coffee. This is perhaps all the more remarkable as coffee appears to have been at first the most popular favorite. The first London coffee house was opened in 1632, and was rapidly followed by others, which became great centers of social life, and, in fact, the precursors of the modern literary, artistic and social clubs. Tea was exceedingly expensive when first introduced, and for well over a century its price was practically prohibitive. In the latter part of the eighteenth century the price of tea gradually diminished and the consumption steadily rose. Even cocoa drinking boomed. Coffee became a sort of Cinderella of the family. Practically unknown as a breakfast beverage it obtained all the vogue it had mainly as an after-dinner drink. In the smartest restaurants and social circles the Turkish method of preparation was favored. Generally the method of preparing coffee in this country was not good, but here and there in certain restaurants and cafés quite an exceptional beverage was turned out. For years,

for example, a little unassuming coffee shop in a turning leading from Soho Square into Oxford street, in the West End of London, was regarded as the best place in the metropolis for making coffee. Other restaurants at times got local vogues, some advertising as their big attraction the making of coffee after the manner of Vienna coffee houses.

#### WAR STIMULATES COFFEE CONSUMPTION

According to certain official figures the total consumption of coffee in the United Kingdom during the five years of 1912-1916 averaged about 13,500 tons per annum. This average had certainly been lifted by the inclusion of two years of the war period. Prior to this the consumption had fallen so low that grave misgivings about its future position were rising in the minds of all who handled it. No sooner, however, had the imperative necessity of carefully conserving our tea stock become manifest than it became clear how large a demand would be made on the great stocks of coffee accumulated in this country by reason of its favorable position as a clearing house for Europe and Africa.

#### TEA SHORTAGE HELPS COFFEE'S POPULARITY

There were also the big additions to our stock of coffee resulting from the large amount of this product taken in prize from the enemy. The curtailment of tea supplies last year had a good influence upon coffee. The working classes of this country, who for almost a generation scarcely knew what coffee was, began to take kindly to it, and the popular price of 36 cents to 60 cents per pound at which it could be sold rendered it a most valuable adjunct to the national resources. The consumption was fully trebled, and for a time it looked as though great difficulty would be experienced in meeting the demand. The resources of the big wholesale houses and their enterprise in immediately placing convenient-sized packets in the reach of all at popular prices greatly assisted in the distribution, and for a while it looked as if we were within measurable distance of acute shortage of material.

The success of the British navy, at any rate partially, in circumventing the ravages of the German submarines, and thus enabling a larger supply of tea to become available, has lessened the danger of a shortage of coffee; and, on the whole, it is the opinion of responsible trade leaders here that peace conditions will find coffee in higher appreciation in this country than ever before. Certainly it is not expected that the national consumption will fall to the former low figure of an average of about half a pound or

under per head per annum, as against a consumption of 8 pounds of tea per head per annum.

#### HOW BRITISH TRADE REGARDS COFFEE'S FUTURE

Messrs. Brooke Bond & Co., who do a large trade in coffee but are principally tea people by reputation, do not agree that the British working classes will ever be divorced from their fondness for tea if a sufficient supply is forthcoming. They therefore declare it as their opinion that coffee will never supplant tea here. The beverage will certainly have to go a long way to do that, but it can also be agreed, I think, that there is room and prospect for a still further big increase in the British coffee consumption.

For one thing, one has to bear in mind the diligent propaganda that was put in force to boom coffee in the past, and that it may be expected to once more manifest itself when peaceful conditions prevail. The Plantation Coffee Roasters' Company, which is the name under which Sutton & Home, wholesale and export tea, coffee and cocoa merchants, especially feature their coffee business, in discussing this question of propaganda, declare that all people interested in the distribution of coffee have been performing uphill work for many years here owing to the fact that it has been difficult to induce the retailer to deal with coffee in the proper manner. Comparatively few of the grocers of this country have their own roasting plant, and those who have stocked coffee in its roasted form have generally obtained consignments of coffee sufficient to last them for some months, with the consequence that after a fortnight or so the quality of the coffee has rapidly deteriorated. This country has never sufficiently understood, except in very limited circles, that the charm of coffee lies in its freshness.

The Plantation Coffee Roasters' Company have been doing strenuous pioneer work in connection with the distribution of coffee. For some time they have been persuading the grocers of the British Isles that coffee treated properly should be a considerable asset to them in business, and their system is to distribute coffee in frequently freshly roasted supplies, which should be disposed of within fourteen days. These methods have met with considerable success, and in many quarters the possibilities of coffee as a first-class beverage are now being understood for the first time. The public idea of coffee in the past has been very considerably bound up with the so-called mixtures which were largely advertised in this country and sold in tins, many of which remain on the grocers' shelves for months at a time. These mixtures all contain large quantities of chicory. The public

here has also obtained the idea that the preparation of coffee is a difficult process, and all sorts of weird contrivances have been brought into use in connection with the infusion of coffee, whereas a proper cup of coffee can be made just as easily as a good cup of tea.

#### BRITISH COFFEE TRADE STATISTICS

Another firm here, Barton, McCabe & Co., Ltd., have this to say with regard to coffee statistics: The total consumption of coffee in the United Kingdom during the five years 1912-1916 averaged, according to official figures, about 13,500 tons per annum, and only a slight increase asserted itself during the two years of the war, 1915-1916, although the figures for 1915 show an increase of about 1,600 tons, which fell off again in 1916. For 1917-18 no Board of Trade statistics are yet available.

The official "deliveries" of coffee for home consumption give larger figures; for instance, for 1916, 21,369 tons, and for 1917, 23,120 tons, but it is not explained anywhere what has become of the surplus quantities of deliveries of duty-paid coffees as against the Board of Trade figures, unless large quantities of roasted coffee have been shipped out of the country during the war. Imports and trading in coffee have been for many years largely dependent upon the export trade from here to the Continent of Europe, which trade at present is at a standstill. Good stocks are available in the country at present, owing to large imports in previous years, and a considerable quantity has been added to the stocks by diversion of shipments to this country of what is known as "Prize" coffee.

Members of the British coffee trade believe that the consumption of coffee in the United Kingdom has increased considerably lately, owing to the shortage of tea and other kindred beverages. At the end of April it was announced that the home consumption for the first fourteen weeks of the present year was 9,013 tons, which would point to a total consumption of 33,000 tons. Whether these figures, however, include deliveries of coffee not actually consumed in this country, such as f. i. stores for army and navy requirements, which under present conditions would be important, is a matter for conjecture at present.

#### THE TEA AND COFFEE WAR TAX

A Harvard professor, O. M. W. Sprague, proposed early in June to the House Ways and Means Committee that tea be taxed 1 to 2 cents a pound and coffee 10 cents a pound. Opinion is divided in Washington on whether or not the new tax bill will finally include tea and coffee.

## TEA IN SOUTH AFRICA

### The History and Development of the Industry, With Import and Export Figures for Five Recent Years

By CHARLES J. PISAR  
Cape Town, South Africa

THE first experiments in the cultivation of tea in South Africa were made in 1851, although it was not until 1878, after several failures to establish a coffee industry, that its cultivation on a commercial scale was begun.

This industry centers at present around Kearsney, Victoria County, Natal, and covers an area of about 6,000 acres. There are now fifteen firms or individuals engaged in tea planting, although fully one-half of the country's entire production comes from the Sir J. L. Hulst estates, the first people to successfully produce tea in South Africa on a commercial scale.

The original plants used, the Assam hybrid, were brought from Assam. A different soil and climate, however, has given it a character of its own, and Natal tea is said to contain less tannin than any other tea in the world. Tea in Natal thrives best at an altitude of about 1,000 feet.

This industry represents to-day an investment of from \$1,200,000 to \$1,500,000, while the production varies according to the climatic conditions. In 1894 the yield was 700,000 pounds of dried leaves; in 1899, 1,200,000 pounds; while the greatest production ever reached was in 1903, when 2,681,000 pounds of dried leaves were harvested. This total has never been surpassed, and the average annual production during the past six years has been around 1,800,000 pounds.

#### IMPORTS AND EXPORTS

Up to and including the year 1916, a certain amount of Natal tea, mostly of the lower grades, was exported to London for blending purposes. With the establishment of blending plants in South Africa the domestic tea is now being blended locally with the imported product.

The total imports and exports of tea for the five years from 1913 to 1917, inclusive, follow:

	Imports Pounds	Exports Pounds
1913.....	6,395,888	53,048
1914.....	6,213,388	208,767
1915.....	6,481,375	180,751
1916.....	6,317,062	52,161
1917.....	8,616,231	.....

Fully 90 per cent of the imports come direct from Ceylon, India, China and Java.

The present tariff on tea imported into the Customs Union of South Africa, comprising that part of South Africa south of the Zambesi River, is

6 pence (\$0.1216) per pound when packed in tins or packets not exceeding 10 pounds each. In larger packets or in bulk the duty is 4 pence (\$0.0811) per pound. Prior to 1915 this tariff was 5 pence and 4 pence per pound, respectively, and during the two years ending June 30, 1917, it was 7 pence and 5 pence per pound, respectively. The present duty is in effect until June 30, 1918.

#### BLENDING AND PACKING

The increase in the tariff in 1915 from 5 pence to 7 pence per pound on tea coming in tins or packets not exceeding 10 pounds in weight has had the desired effect of encouraging the domestic blending and packing of teas, which was heretofore carried on in a very limited way only.

Tea is received in bulk direct from Colombo, Calcutta, and from Java and China ports, and is blended locally, sometimes with other imported teas, as well as with the domestic Natal tea. It is then put up in packages of one-fourth to 1 pound in weight, and in tins of from 1 to 12 pounds, as well as in chests up to 50 and 100 pounds. Many of the blenders and packers of tea use modern automatic machinery, which obviates all necessity of its having to be touched by human hands.

One of the largest tea concerns in the world has recently established a blending and packing plant in Cape Town. This plant represents an initial investment of approximately \$100,000, and is equipped with the most modern blending and automatic packing machinery. The company's entire trade in British South Africa, including Mauritius, is being supplied from this plant, as well as from a smaller plant operated at Durban. This same company is now building a tin-can factory for making the tins in which the tea is sold to consumers.

Another company operates a blending and packing plant at Port Elizabeth, Cape Province, from where its South African trade is supplied. It also maintains a plant where the tin and other containers in which the tea is packed, ready for sale to the consumer, are made.

Several of the other larger wholesale importers and dealers in tea put up their products under various trade names. Although such names are only known locally, i. e., in the Union of South Africa, they have been extensively advertised and command a certain position in the established tea trade. The introduction of new brands would have to be accompanied by a liberal advertising campaign, as well as an adaptation to the local customs and methods in packing and preparing for distribution and sale, now followed by the principal importers and distributors.

The wholesale prices of some of the better-

known brands sold in South Africa are as follows:

"Grandiflora," a Natal tea, in chests of 60 pounds, 7½d. (\$0.152 United States currency) a pound; case lots of 50 pounds, containing an assortment of 1-pound and ½-pound packets, 9d. (\$0.182) a pound; case lots of 50 pounds, containing ½-pound packets, 9½d. (\$0.192) a pound.

"Wilsonia," Ceylon tea, in chests of 50 pounds, 1s. 1d. (\$0.385) a pound; in 12-pound boxes, 1s. 8d. (\$0.405) a pound; in 5-pound boxes, 1s. 10d. (\$0.446) a pound.

"Erica," Ceylon tea, in chests of 50 pounds, 1s. 6d. (\$0.365) a pound.

"Golden Leaf," a blend of Ceylon and Natal tea, in chests of 50 pounds, 1s. 2d. (\$0.284) a pound.

### COFFEE IS A WAR-TIME NEED

The "Cup That Cheers" Helps Sustain Courage and a Cheerful Spirit With Which to Meet Depression

By EDWARD ABORN  
New York

NO consideration of coffee conservation can be complete without a word about coffee itself as a conservator. Courage and cheerful spirit in face of rapidly mounting difficulties and discouragement is as much a need of soldiers of industry as of soldiers in arms. When work and worry and the physical and mental weariness of the routine begin to multiply fatigue units, let there be served to each one a portion (it need not be large, either) of clear, aroma-full, taste-delighting "Psychological Magic," which is the other name for well brewed, good grade coffee.

Like a burst of sunshine in the workroom on a cloudy day, or a sudden strain of martial music outside the factory door, the sense-sensation of a good cup of coffee will do its big "bit" in refreshing the human spirit. Anticipation of the daily pleasure spreads the good influence over the hours, and the encouragement to the will and purpose of the worker is a surprising thing quite unrealized by those who haven't tried it. It provides an interval in the daily toil, of relief and relaxation which restarts the human machine with new power.

The scientist explains the increased motor and muscular efficiency caused by coffee, but only the human creature, himself or herself, who actually experiences the taste-sensation of coffee at its best, knows its value to the inner springs of the spirit so impelling upon human motive and action. Coffee men should be the first to utilize this great resource.



## SWISS CHOCOLATE INDUSTRY

How the War Has Hampered Imports and  
Manufacturing and Advanced Prices  
Nearly 100 Per Cent

By W. P. KENT  
• Berne, Switzerland

SWITZERLAND is a great producer of chocolate, buying its raw material chiefly in Africa and South America. Exports of chocolate from Switzerland have been as follows: 1914, 17,884 short tons; 1915, 30,058, and 1916, 20,000.

There are thirteen large and seventeen small concerns in Switzerland, and had they possessed more raw material the past two years they would have produced a greater quantity of chocolate. The home consumption fluctuated around \$6,000,000, and the entire production was about \$20,000,000. The imports of raw material into Switzerland in 1916 for chocolate manufacture follow:

Raw Materials Imported from—		
Cacao Beans:	Quantity Kilos	Value Francs
Africa .....	12,027,300	24,656,000
Colombia .....	1,335,400	3,135,000
Central America .....	358,100	693,000
Brazil .....	305,800	657,000
Other South America .....	544,800	1,226,000
Other countries .....	153,400	365,000
Total .....	14,704,800	30,735,000
Cacao Butter		
Holland .....	1,391,700	6,661,000
England .....	543,000	2,579,000
United States .....	276,400	1,313,000
France .....	10,300	49,000
Total .....	2,221,400	10,602,000
Cacao Powder, Chocolate Paste:		
Holland .....	45,400	182,000
Other countries .....	10,500	42,000
Total .....	55,900	224,000

For a period in 1916 the allied countries placed an embargo on cacao beans. It became increasingly difficult to procure cacao butter. England no longer delivered cacao butter and shipments from Holland were limited. A great stock of cacao beans is apparently in France, but cannot be delivered to Switzerland because the supply of Switzerland is subject to the yearly contingency, i. e., it can import only the average quantity imported during the years 1911, 1912 and 1913, though it could use a considerably larger quantity of raw materials to manufacture chocolate.

Chocolate and chocolate products have advanced greatly in price since the outbreak of the war. A 100-gram cake of chocolate cost at the beginning of this year 75 centimes (\$.15), compared with 40 centimes (\$.08) before the war.

## THE COFFEE ADVISORY BOARD

Men Asked to Form Committee Have Accepted and Act as "Go-Between" for the  
Trade and Food Administration

EARLY in June all the men asked to serve on the advisory coffee committee had accepted. The committee held its first organization meeting in the New York Coffee Exchange June 17. In addition to the names published in these columns in the June issue appears the name of B. Meyer, of Stewart, Carnal & Co., New Orleans, as a member of the committee. Henry Schaefer, of S. Gruner & Co., New York, is chairman, and Carl H. Stoffregen, of Steinwender, Stoffregen & Co., secretary.



HENRY SCHAEFER  
CHAIRMAN



CARL STOFFREGEN  
SECRETARY

## HEADS OF THE COFFEE ADVISORY BOARD

The committee acts as a "go-between" for the trade and the United States Food Administration, offering the latter its experienced judgment on all matters affecting shipping, imports, distribution from ports of entry and general regulation of sellers and handlers. Licensed dealers in coffee are asked to suggest changes in the Food Administration's regulations. If approved they will be transmitted to Washington.

Several meetings have been held during the month, the first two being largely concerned with organization of the committee. The sessions are confidential, the committee reporting direct to Washington.

This new committee, which was organized at the suggestion of the Food Administration, supersedes the one of which W. F. Hartranft was chairman. Mr. Hartranft has turned over the correspondence and protest to the new body, with the suggestion that they bring about the reforms asked for as speedily as possible.

## COFFEE AND SPICE CANARD

Western Papers Quote Secretary Beckmann, of the Wholesale Grocers' Association, as Saying They Are Non-Essentials, But Beckmann Denies It

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., June 28, 1918.

OFFICIALS of the United States Food Administration within the past few days have had their attention called to an alleged statement by Alfred H. Beckmann, secretary of the National Wholesale Grocers' Association.

One of the leading papers of Cincinnati published what purported to be an interview with Mr. Beckmann, saying, in substance, that the people would have to dispense with the use of coffee and spices as non-essentials, and that the Government, after present supplies had been exhausted, would not allow any more importations into the United States, so that the tonnage could be used for more "essential" purposes.

The matter was immediately called to the attention of Mr. Beckmann, who, it is understood, stated that the whole interview was "garbled," and immediately telegraphed the paper to make a correction. In addition to this the United States Food Administration telegraphed the Federal Food Administration at Cincinnati there was no truth in the story, and that the Government had no such idea in mind. The War Department will continue to purchase coffee and spices as articles of ration as before.

LAMM.

## BECKMANN'S VICARIOUS DENIAL

When this paper wrote Mr. Beckmann that he was being quoted by certain Western papers as classifying coffee and spices among the non-essentials which might well be sacrificed in war times, and asking him if the facts were as stated, he made no direct reply, but he asked Ross W. Weir to call us by telephone and tell us for him that he (Beckmann) had been misquoted and the story garbled.

The editorial appearing in the Cincinnati "Post," and published in a number of Western newspapers receiving the Scripps McRae League of Newspapers' service, contained the gist of the alleged interview which aroused the ire of coffee and spice men generally. It follows:

## NON-ESSENTIAL FOODS

Alfred H. Beckmann, secretary of the National Wholesale Grocers' Association, sees the old family coffee pot growing rusty from non-use.

"We will dispense with the use of coffee now being imported from foreign countries," he says, "in order that those ships may be used to transport our troops 'over there' and supplies for them and our allies."

He classes coffee and spices as "non-essential foods," and as such as may be sacrificed in favor of win-the-war foods.

With the banning of spices our palates may not be tickled as often as they have been accustomed, but, on the other hand, it is likely that some of us will not be persuaded by a spicy odor to overeat.

No one yet has accused coffee of adding strength to the muscle, putting blood into the arteries, or increasing the gray matter in the cranium. A coffee famine can do the body no harm, and it may give a new lease of life to many a nervous system.

If the Food Administration decides to put coffee- and spice-carrying ships at more essential labor, all right, but at the same time Hoover should lower the price limit bars upon all individuals and firms who now have coffee and spices stored in this country so that there can be no profiteering because of the embargo.

We can do without coffee—and without coffee profiteers.

One result of the storm of protest which followed this publication was that Mr. Beckmann explained that at the Cleveland meeting of the association mention was made of the "fact that ships now used for transporting coffee and spices to this country might be utilized to advantage for conveying food to the allies and our boys over there, even if we had to drink less coffee or do without it, which latter would not seem to be necessary under existing conditions with no apparent danger of profiteering."

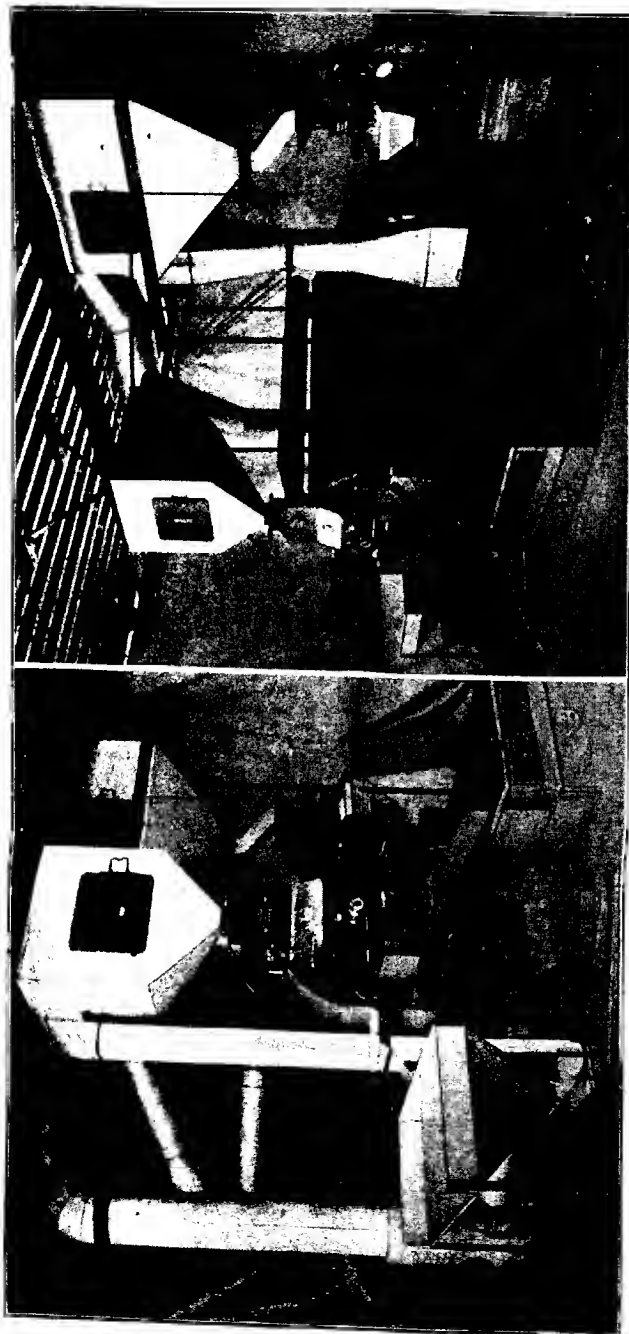
Mr. Beckmann also sent the following wire to Tom Johnstone, of the News Enterprise Association, Cleveland:

"Have been incorrectly quoted on coffee matter articles published through your agency. There will be no shortage of coffee. The increasing satisfactory tonnage situation precludes the possibility of any such happening. There is plenty of coffee in the United States and ample supplies in the producing countries and en route to the United States for all possible consumption requirements. Please give the above facts widest possible publicity to counteract the evident false impression that will be created in the reading of the article now in circulation.

"(Signed) ALFRED H. BECKMANN."

## FLAVORING EXTRACT MEN PROTEST

A number of protests against Mr. Beckmann's viewpoint were voiced during the flavoring extract men's convention. L. B. Parsons, of Seeman Bros., defended Mr. Beckmann, saying



#### TWO-BAG COFFEE ROASTER OUTFIT TO BE SUPPLIED THE AMERICAN EXPEDITIONARY FORCES

This is the latest American machine designed to help beat the Hun, because it will make our soldiers more efficient fighters. The illustration shows two views of the new two-bag roaster designed by Jabez Burns & Sons for the camps of the American Army over-seas and in the American cantonments. It means that the American soldier will soon be getting as good a cup of coffee in the field as he ever got at home; coffee tasting and smelling as only fresh roasted and freshly ground coffee can taste and smell. The outfit is a self-contained coffee roasting and grinding apparatus. The coffee is cleaned, roasted, cooled and ground in a continuous operation, and coal or coke may be used for fuel. An experimental plant like this one has been in operation at Camp Upton for some time.

he had been misquoted. Finally, it was voted to invite Mr. Beckmann to attend the annual dinner and give him an opportunity to explain the incident. Mr. Beckmann did not, however, put in an appearance, and the members left for home without further enlightenment.

#### UNDOING THE DAMAGE

The Bulletin of the National Wholesale Grocers' Association for July contains the following account of the incident, with a handsome write-up of coffee designed to appease the wrath of the coffee men:

"With all due respect to the press, an erroneous impression seems to have been gathered on the above subject during our twelfth annual meeting in Cleveland the week of June 10.

"Various news articles have been published which are at variance with actual conditions, and we herewith quote the article which we requested published to counteract the impressions gained:

#### AMPLE SUPPLY OF COFFEE FOR EVERYBODY

"There is no truth in the report that there is likely to be a coffee famine owing to the transfer of ships heretofore plying between the South American ports and the United States to the transatlantic service for the transport of munitions and supplies, it being stated that there is plenty of coffee in the United States at the present time for consumption requirements, also ample en route with which to replenish these as occasion requires. In addition to this, stocks of coffee in producing countries are also quite ample for all possible requirements, which the increasingly satisfactory tonnage situation brings within easy reach of the consuming markets.

"The U. S. Food Administration has ruled that coffee is a food. It would be most regrettable if our boys 'Over Here' or 'Over There' should be denied the privilege of their daily cup of coffee, which to many has become a very essential factor in their daily food consumption. In fact, coffee is the one beverage above all others that stimulates without leaving any after ill effects—is a tonic well adapted to the human system, and is increasingly popular as its many excellent qualities become known to the consuming public.

"It is, therefore, with considerable pleasure that the fact can be noted that there will be no diminution of the supply of this popular beverage. As there is plenty of coffee, there can be no coffee profiteers, but even if there were the Government would take care of this feature without any doubt whatever."

#### FORBIDS UNEQUAL VALUE PREMIUMS

Fifteen of the twenty-three tea and coffee firms recently accused by the Federal Trade Commission of giving coupons that were redeemable in prizes of unequal value have been ordered to desist. The companies to whom the orders were issued are: A. Ethridge & Co., Rome, N. Y.; Thomas C. Jenkins, Pittsburg, Pa.; The Johnson Layne Coffee Company, St. Louis, Mo.; Levering Coffee Company, Baltimore, Md.; Roth-Homeyer Coffee Company, St. Louis, Mo.; Bruenage-Loeg Company, Pittsburg, Pa.; The Dannemiller Grocery Company, Canton, Ohio; F. W. Hinz & Sons, Cincinnati, Ohio; A. L. Mars & Co., Pittsburg, Pa.; M. S. Miller Company, Lancaster, Pa.; William S. Scull Company, Camden, N. J.; Rice Bros., Philadelphia, Pa.; Sioux Falls Coffee & Spice Company, Sioux Falls, S. D.; Valley City Coffee & Spice Mills, Saginaw, Mich.; The E. R. Webster Company, Cincinnati, Ohio.

The complaint against J. H. Allen & Co., St. Paul, was dismissed.

#### COFFEE ROASTERS FOR THE ARMY

Early in June the War Department at Washington telegraphed several leading coffee firms for the names of four coffee blenders and twenty-eight roasters for overseas service with the American Expeditionary Force. The men had to be in Class 1 and prepared to go immediately. It was explained that the War Department had arranged with the French authorities to take over several plants in France in which to roast army coffee for our boys. It is reported that the army has a large supply of green coffee in France.

#### TEA COMMITTEE REPORTS

The committee appointed late in May by the Tea Association of the United States for the purpose of drawing up a brief for the trade in case the members were called to a conference with the War Trade Board concerning restrictions of tea imports, made its first report to the association on June 11. The meeting was brief and closed to the public.

#### NEW YORK MEN TO HELP LAWRENCE

WASHINGTON, D. C., June 20, 1918.—Walter Blake, of Williams, Russell & Co., New York, and F. T. Nutt, treasurer of the New York Coffee Exchange, have joined George W. Lawrence in the coffee division of the Food Administration.

#### BLUE BOOK FOR BIRTHDAY GIFT

R. H. LEAVENWORTH, 3439 Manhattan Boulevard, Toledo, writes: "Wife asked me what I wanted for my birthday, May 30. I said, 'TEA AND COFFEE TRADE JOURNAL for another year.' Check attached for \$2.00."

## GROCERY TRADE DIGEST

¶ A Department containing the most important news happenings of the month of particular interest to Wholesale and Retail Grocers and boiled down for busy readers.

### WHOLESALE GROCERS CONVENTION

Digest of Proceedings of Twelfth Annual Convention Held at Cleveland  
June 12 to 14

EVERY one of the 1,000 or more members of the National Wholesale Grocers' Association who attended the "Conservation" convention held in Cleveland, June 12-14, seemed imbued with a desire to learn how he could further help in winning the war. Rarely has an assembly of business men been so thoroughly unified in its patriotic fervor.

Conservation was the burden of every address and impromptu speech. The meeting wound up in a stirring scene when, in response to speeches by a Belgian girl, a French Government officer and noted Americans, the grocers present spontaneously contributed \$3,000 in checks and bills to help care for the little orphaned Belgians.

#### THE RESOLUTIONS ADOPTED

In addition to a lengthy resolution to co-operate with the Food Administration and other Government departments, the convention praised President Whitmarsh's work with Hoover and the support given him by George E. Lichty, Dana T. Ackery, A. N. Merritt, Bird Housup and others who are serving with Hoover's department. The convention recommended uniform State and Federal pure food laws, rather than varying ones; commended the Federal Trade Commission for its stand against commercial bribery and subsidy of jobbers' salesmen; favored the passing of legislation aimed at this practice; urged greater adherence to fire waste prevention; favored prepayment of freight by manufacturers, etc., or the reduction of same from invoices if the receiver is to pay it; endorsed the more gradual use of the metric system and the immediate adoption of both metric and English terms on all labels; opposed the practice of advertising standard specialties at cut prices, declaring it unfair trading, and suggested its suppression by law.

Favored conservation by cutting deliveries to one a day, reducing the breaking of original packages for resale, and refusing the return of merchandise except for reasonable cause; urged the conservation of man power by reducing labor forces, and transportation by encouraging the use

of home-grown products; recommended conservation in using cloth, raw materials, money and food, urged the development of inland waterways to relieve rail transportation pressure; and went on record as opposing the adoption by grocers of trade acceptances.

#### THE OFFICERS FOR 1918-19

With the exception of Theodore F. Whitmarsh all officers were re-elected to office. Arjay Davies, president of the Tri-State Wholesale Grocers' Association, and president of the H. G. Tomblar Grocery Company, Easton, Pa., was chosen president after Mr. Whitmarsh had declined the nomination for re-election, on the plea of pressure of work in the Food Administration. The officers for the ensuing year are:

President, Arjay Davies; vice-presidents, W. C. McConaughey, of the Star Grocery Company, Parkersburg, W. Va.; P. C. Drescher, of Bebius & Drescher, Sacramento, Cal.; D. C. Shaw, of Pittsburg, Pa.; George W. Ferguson, of Springfield, Mass.; O. J. Moore, of the Schenckberg, Moore Company, Sioux City, Ia. Walter B. Timms is treasurer and Alfred H. Beckman secretary.

The chief address of the convention was made by Mr. Whitmarsh, whose theme was America's great service in feeding the world. Dr. R. A. Pearson, Assistant Secretary of Agriculture, told about American agriculture in the war. Among the other speakers who delivered important messages that were well received were R. W. Boyden, head of the Food Administration's enforcement division; John Ullner, representing John H. Schaefer, president of the National Retail Grocers' Association; Dr. Copeland, of the War Industries Board; E. W. J. Hearty, assistant to the chief of the Bureau of Perishables; George E. Lichty, chief of the Retail Distribution Bureau; A. N. Merritt, chief of the publication section of the Food Administration; J. R. Munn, of the Canned Foods Division; William Sweet, president of the American Specialty Manufacturers' Association, and Joseph Keever, president of the National Association of Dried Fruit and Canned Food Brokers.

Richmond, Va., and Cincinnati asked for next year's convention, and were referred to the executive committee.

## SKETCH OF THE NEW PRESIDENT

Arjay Davies, the newly-elected president of the National Wholesale Grocers' Association, is held by his fellows as an exceptional executive, both in business and association affairs. He has had long experience in the grocery trade, in general retail and wholesale food distribution. He developed a system of grocery stores in Pennsylvania, New York and New Jersey. Ten years ago he became president of the H. G. Tombler Grocery Company, a well-known wholesale grocery house in Easton, Pa. Mr. Davies took an active interest in association work, one of his first deeds being to help organize the Lehigh Valley Association of Credit Men, of which he was president for two years. In March, 1916, he was elected president of the Pennsylvania, New Jersey and Delaware Wholesale Grocers' Association, resigning that office when elected president of the national association on June 14.

In explaining his rise in the business world, Mr. Davies said, "If I have attained any success it is because I have not spent my time in searching for positions that paid the most money, rather to making the places I was in become better investments, and they have."

Mr. Davies has spent two-thirds of his business life in the retail grocery trade. He was born in Scranton, Pa., in 1865, attended public schools in that city and spent a year at Wyoming Seminary. Mr. Davies' family includes four children, one boy being in the army, one in civil service war work, one at school, and a daughter in a Connecticut college.

## RICE ON FIXED-PRICE BASIS

Millers Voluntarily Bind Themselves to Buy and Sell at Rates Specified by the Food Administration

THE rice millers of the United States have voluntarily entered an agreement with the United States Food Administration to buy rough rice and sell clean rice at fixed prices.

It is stipulated that the millers will pay the following prices for rough rice bought for milling f. o. b. points of shipment: Honduras (River type), Nos. 1 and 2, in sacks, \$7.25 per barrel of 162 pounds; Honduras No. 3, \$7.00, and Honduras No. 4, \$6.75; Blue Rose, Nos. 1 and 2, \$6.75; Japan, Nos. 3 and 4, \$6.50. Other grades to be paid for on a proportionate basis. In addition, the miller shall not, after October 1, purchase in any month more than one-fourth of the entire

crop of a grower whose production is in excess of 3,000 bags, except with the permission of the United States Food Administrator.

The millers have agreed not to sell rice or rice by-products at prices higher than the following: Fancy Honduras, 87½ cents per pound; choice Honduras, 8½; fancy Blue Rose, 7½; choice Blue Rose, 7½; fancy Japan, 7¼; choice Japan, 7¼; second heads, 6½; fancy screenings, 6; screenings, 5½; brewers' rice, 5¼; rice polish, \$50 per ton; rice bran, \$36 per ton. All other grades are to be sold on a proportionate basic value.

The millers will not sell the cleaned rice manufactured from a barrel of rough rice at a gross average advance of more than 50 cents above its cost delivered at mills plus grading and classification charges of 6½ cents. Furthermore, they are not to engage in custom or exchange milling, or in toll milling, except to supply an owner of rough rice with clean rice to satisfy his requirements for a reasonable time.

The Food Administrator has agreed that in the event of any material increase in the cost of growing or milling rice, or in the event of any material change in the price of like commodities, he will cause the prices to be revised, so that the growers and the millers shall have fair returns.

The committee which will see to the carrying out of the agreement consists of E. A. Eignus, secretary of the Southern Rice Growers' Association, chairman; J. H. Roman, district manager for the Southern Rice Growers' Association at New Orleans, and J. E. Broussard, of Beaumont, Tex., president of the Rice Millers' Association.

## TRADE BOARD WARNS LICENSEES

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., June 17, 1918.—The War Trade Board has issued the following announcement: "The attention of the Bureau of Exports has been directed to the fact that palpable attempts have been made to evade the rules and regulations of the War Trade Board, and thus defeat the plan of the Government with respect to the control of exports. Such procedure is a violation of law.

"Deliberate attempts to evade the rules and regulations of the War Trade Board by altering licenses, changing the commodities licensed, shipping in excess of the quantity and value licensed, naming a consignee who is not in fact the ultimate consignee, splitting shipments of the same commodity to the same consignee to obtain the advantage of the \$100 shipment rule, and in this manner avoiding the necessity of applying for (individual) export licenses, and all other forms of evasions, will not only entail prosecution under

the provisions of the statute, but will also result in the revocation of all licenses already issued and in the refusal of all future applications."

## NEWS OF THE TRADE

### FOUR PROMINENT SPECIALTY MEN HONORED

The Philadelphia Association of Manufacturers' Representatives recently elected the following men as honorary members: Fred Mason, president of The Shredded Wheat Company; W. W. Frazier, Jr., of the Franklin Sugar Refining Company; E. W. Murphy, of Murphy-Rich Company, New York, and Andrew Ross, first president of the association.

### RICE COMPANIES PENALIZED

The following New Orleans rice companies have made enforced contributions to the War Fund of the Red Cross in lieu of other action on the part of the Food Administration for violating the resale-within-the-trade regulation: The Louisiana Rice Milling Company, \$2,129; Charles E. Cormier Rice Company, \$1,835; Orme Rice Company, \$614; P. R. Vallee Company, \$397; J. Trautman & Co., \$317.

### TRI-STATE ELECTS DAVIES' SUCCESSOR

The executive committee of the Tri-State Wholesale Grocers' Association elected Robert L. Montgomery, of William Montgomery & Co., Philadelphia, to the presidency of the association to succeed Arjay Davies, who became president of the National Wholesale Grocers' Association.

### DENIES OATMEAL AND ROLLED OATS RUMOR

The Food Administration Grain Corporation was recently flooded with telegraphic inquiries in consequence of a rumor that oatmeal and rolled oats were to be removed from the list of wheat flour substitutes. The Grain Corporation issued the following denial: "We wish to deny that any such action has been taken, but when the need for the alteration of the substitute food programme does arise ample notice will be made."

### A NEW PACKERS' ASSOCIATION

Prominent preserve, jelly, jam and condiment packers organized an association of national scope early in June.

The association is now in process of formation, and the following members constitute the committee: Marcus Blakemore, chairman, of Curd & Blakemore Company, Louisville; R. U. Delepenha, of R. U. Delepenha & Co., Inc., New York; M. G. Clymer, of Best, Clymer Manufacturing Company,

St Louis; Orville D. La Dow, of Washington, D. C.; W. T. Gaylord, of Sodas, N. Y., and Oscar T. Sewell, secretary, of Gibbs Preserving Company, Baltimore.

### WHOLESALE GROCERS PUNISHED

M. Mazo & Son, wholesale grocers, Washington, D. C., charged with falsifying their reports of stocks on hand and the amount of business done, have been deprived of their license by the Food Administration.

On a charge of profiteering in sugar and flour, the Schroeder-Schnaars Company, wholesale grocer, Savannah, Ga., was induced to give \$1,000 to the Red Cross in lieu of suspension of business for one week.

### SPECIALTY MAKERS SET CONVENTION DATE

The directors of the American Specialty Manufacturers' Association decided at a meeting on June 11 to hold the association's tenth annual convention November 20 and 21 in Cleveland, Ohio.

### SUGAR REFINERS ASKED TO LIMIT OUTPUT

The United States Food Administration has requested sugar refiners to limit their output to 2-, 5- and 25-pound packages, barrels and 100-pound bags. They are also asked to refrain from packing sugar in 3/2- and 10-pound containers.

### HOOVER PUNISHED 800 FOOD LAW VIOLATORS

During the past ten months more than 800 penalties for violation of rules and regulations governing licensed dealers in foodstuffs have been imposed by the Food Administration. A vast number of cases were disposed of without penalty. There were 65 unlimited revocations of licenses, 62 limited revocations, 375 temporary suspensions and minor penalties, 131 refunds and contributions, and 103 stop orders against the issuance of licenses.

### RICE FLOUR MILLS NEEDED

The wheat substitute programme of the Food Administration has created a tremendous demand for rice flour, and the few mills which are equipped to make this cereal are unable to meet the requirements, according to California advices. Several California producers recently organized a corporation to build and operate a rice mill to help increase the output.

### DAIRY, FOOD AND DRUG OFFICIALS TO MEET

The twenty-second annual convention of the American Dairy, Food and Drug Officials will be held in Chicago, August 27-30, at the Congress Hotel.

## TEA AND COFFEE RESEARCH BUREAU

¶ A department of scientific research under the editors' direction in which will be found short, popularized reviews of current and older works of a physiological-chemical character, fugitive paragraphs, references and articles dealing with the history, pharmacology and technology of tea, coffee and spices.

### THE AROMA OF COFFEE

#### The Aromatic Constituents Are Without Question Formed During and By the Roasting Process

TO ascertain just what substance or substances give the pleasing and characteristic aroma to coffee has long been the great desire of both practical and scientific men interested in the coffee business. This elusive material has been variously called *cafeol*, *caffeine*, "the essential oil of coffee," etc., the terms having acquired an ambiguous and incorrect significance. It is now generally agreed that the aromatic constituent of coffee is not an essential oil, but a complex of compounds which usage has caused to be collectively called "*cafeol*."

These substances are not present in the green bean, but are produced during the process of roasting. Attempts at identification and location of origin have been numerous, and though not conclusive still have not proven entirely futile. One of the first observations along this line was that of Benjamin Thompson in 1812: "This fragrance of coffee is certainly owing to the escape of a volatile aromatic substance which did not originally exist as such in the grain, but which is formed in the process of roasting it." Later, Graham, Stenhouse and Campbell<sup>1</sup> started on the way to the identification of this aroma by noting that "in common with all the valuable constituents of coffee, *caffeine* is found to come from the soluble portion of the roasted seed."

#### IDENTIFICATION OF THE AROMA

Comparison of the aroma given off by coffee during the roasting process with that of fresh ground roasted coffee shows that the two aromas, although somewhat different, may be attributed to the same substances present in different proportions in the two cases. Recovery and identification of the aromatic principles escaping from the roaster would go far toward answering the question regarding the nature of the aroma. Bernheimer<sup>2</sup> reported water, *caffeine*, *cafeol*, acetic acid, quinol, methylamine, acetone, fatty acids and

pyrrol in the distillate coming from roasting coffee. The *cafeol* obtained by Bernheimer in this work was believed by him to be a methyl derivative of saligenin. Jaekle<sup>3</sup> examined a similar product, and found considerable quantities of *caffeine*, furfural and acetic acid, together with small amounts of acetone, ammonia, trimethylamine and formic acid. The *cafeol* of Bernheimer could not be detected. Another substance was also separated, but in too small a quantity to permit complete identification. This substance consisted of colorless crystals, which readily sublimed, melted at 115°-117° C., and contained sulphur. The crystals were insoluble in water, almost insoluble in alcohol, but readily soluble in ether.

Further work along this line was conducted by L. Goblet,<sup>4</sup> who compared samples roasted in closed cylinders with those roasted in perforated cylinders, wherein the berries were exposed to the direct action of a gas flame. It was found that with an equal *caffeine* content (0.87 per cent) in both cases, the second procedure furnished a product containing twice as much of the aromatic principle, *cafeol*, as the older method, viz., 0.035 against 0.018 per cent. The *cafeol* was determined by the Fremy-Bouhou method of distilling a weighed quantity of coffee with a known weight of water and agitating the distillate with ether.

By distilling roasted coffee with superheated steam, Erdmann<sup>5</sup> obtained an oil consisting of an indifferent portion of 58 per cent and an acid portion of 42 per cent, consisting mainly of a valeric acid, probably *alphamethylbutyric acid*. The indifferent portion was found to contain about 50 per cent furfuryl alcohol, together with a number of phenols. The fraction containing the characteristic odorous constituent of coffee boiled at 93 degrees C. under 13 mm. pressure. The yield of this latter principle was very small, only about 0.89 grams being procured from 65 kilos of coffee.

<sup>1</sup> J. Chem. Soc., 9, 34 (1857).

<sup>2</sup> Wiss. Akad. Ber. (2 Abth.), 81, 1032-1043. Monatsh. f. Chem., 1, 456 (1880).

<sup>3</sup> Zeits. f. Untersuch. d. Nahr. u. Genussm., 1898, 7, 457-472.

<sup>4</sup> Bull. Assoc. Belge des Chim., 13 (4), 172-173.

<sup>5</sup> Ber., 35, 1840-1854 (1901).



Pyridine was also shown to be present in coffee by Bertrand and Weisweiler<sup>6</sup> and by Sayre.<sup>7</sup> As high as 200-500 milligrams of this toxic compound have been obtained from 1 kilogram of freshly roasted coffee.

The main difficulty with all this work of identification is that no two "caffeols" are alike, just as no two coffees are the same. Each line of coffee has its individual characteristics, and even these vary with age, conditions of storage, etc. In direct agreement with these variations their caffeols differ in composition. As a matter of fact this analogy is rather superfluous, for it really is caffeol which imparts the individuality to coffees. True, the caffeine and the acid contents of various coffees may show great differences, but it is the caffeol which gives the final touch to the resultant drink and makes a Bogota a Bogota and a Mexican a Mexican. Even a single coffee, if roasted under different conditions, i. e., to different intensities of color or development of the bean, by means of a variety of fuels, at varying speeds, etc., will show different qualities for each condition, and the compositions of its various caffeols will undoubtedly vary accordingly. Thus it is easy to see that various investigators working under conditions ostensibly the same will not obtain concordant results. The need in this field of endeavor is standardization of such quality and under such an authentic control that the results obtained in scientific investigation under it will be of real value.

True, the complexity of compounds known to exist in caffeol is so great that before reliable investigatory results can be procured new methods will have to be devised and a number of new compounds identified. It is doubtful whether the substance which imparts the very characteristic odor to coffee has been isolated in a pure state. Synthesis of caffeol, by combining the substances shown to be in it by analysis, fails to duplicate the subtlety of the best coffee aroma. Undoubtedly the situation is analogous to that in the perfume industry, where attempts have long and often been made to produce synthetic rose oil, but without absolute success. Good products have been obtained, but they lack some of the finer qualities of the odor of natural roses, due to the presence of some compounds in such small quantity as to defy isolation and identification by present methods of analytical procedure.

#### ORIGIN OF CAFFEOL

As stated above, the empyreumatic volatile aromatic constituents of coffee are without question

formed during and by the roasting process. According to Thorpe<sup>8</sup> the most favorable temperature for development of coffee odor and flavor is about 200 degrees C. Campbell and his collaborators found that the caffeol came from the soluble portion of the bean. Erdmann<sup>9</sup> claimed to have produced it by gently heating together caffetannic acid, caffeine and cane sugar. Other investigators have been unable to duplicate his work. Another authority,<sup>10</sup> giving it the empirical formula  $C_{12}H_{16}O_4$ , states that it is produced during roasting, probably at the expense of a portion of the caffeine. These conceptions are in the main incomplete and inaccurate.

By means of careful work, Grafe<sup>10</sup> came closer to ascertaining the origin of the fugacious aromatic materials. His work with normal, caffeine-free and Thum's purified coffee led him to state that a part of these substances were derived from the crude fiber, probably from the hemi-cellulose of the thick endosperm cells. Sayre<sup>7</sup> makes the most plausible proposal regarding the origin of caffeol. He considers the roasting of coffee as a destructive distillation process, summarizing the results, briefly, as the production of furfuraldehyde from the carbohydrates, acrolein from the fats, catechol and pyrogallol from the tannins, and ammonia, amines and pyrroles from the proteins. The products of roasting interact to produce many compounds of varying degrees of complexity and toxicity.

#### PHYSIOLOGICAL EFFECTS

The evidence regarding the physiological action of caffeol is contradictory in many cases. In 1853, J. Lehmann found that the empyreumatic oil of coffee, *Caffeone*, is active, but more recent investigations have yielded contradictory results. Hare and Marshall<sup>11</sup> believe that they proved it to be active. E. T. Reichert,<sup>12</sup> however, found it in dogs inactive, excepting in so far that when given intravenously it mechanically interfered with the circulation. Binz<sup>13</sup> was only able to produce with it in man a feeble nervous excitement, with restlessness and increase in the rate and depth of respirations.

Investigations have been conducted with the various known constituents of this "coffee oil." Erdmann<sup>9</sup> found that in doses of between 0.5 and 0.6 gram per kilo of body weight, furane-

<sup>6</sup> Dict. App. Chem., 2, 99 (1913).

<sup>7</sup> U. S. Dispensatory, 19th Ed., 1453 (1907).

<sup>8</sup> Monatsh., 33, 1389-1408.

<sup>9</sup> Med. News, 52 (1886).

<sup>10</sup> Ibid., 56 (1890).

<sup>11</sup> Centr. In. Med., 21 (1900).

<sup>12</sup> Arch. Exper. Path. Pharm., Bd. 48 (1902).

<sup>13</sup> Compt. rend., 157, 2123.

<sup>14</sup> Bull. Pharm., 30, 276-8 (1916).

alcohol kills a rabbit by respiratory paralysis, and that the symptoms of poisoning are a short primary excitement, salivation, diarrhoea, respiratory depression, continuous fall of the bodily temperature, and death from collapse with respiratory failure. In man, doses of from 0.6 to 1 gram of furane-alcohol increased respiratory activity without producing other symptoms.

However, man is not as susceptible to these compounds as are the smaller animals. However, assuming that their relative susceptibility is the same, the lethal dose given the rabbits is equivalent to giving a 140-pound man one dose containing the furane-alcohol content from over 5,000 cups of coffee. Thus, in view of the very apparent minuteness of the quantity of this compound present in one cup of coffee, together with the fact that it is not cumulative in its physiological action, the importance of its toxic properties becomes very inconsequential to even the most profuse and inveterate coffee drinkers.

Burmahn<sup>18</sup> reported the volatile principle to have a reducing action on the hemoglobin, a depressing effect on the blood pressure, a depressant action on the central nervous system, disturbing the cardiac rhythm, an action on the respiratory centers, causing dyspnea. The report of Sayre regarding the minimum lethal dose of the concentrated combined active principles of coffee obtained from dry distillation is, for frogs, administered intraperitoneally and subcutaneously, 0.03 cubic centimeters per gram of body weight; for guinea pigs per stomach, 7.0 cc. per kilogram of body weight, and administered intravenously and intraperitoneally about 1.0 cc. per kilogram.

Roasted coffee, especially in the form of powder, has long been known to have a temporary disinfecting and deodorizing power. Leuderitz has found that this is based upon a feeble influence exerted upon bacteria, and may be attributed to the action of caffeol. After the caffeol has had ample opportunity to volatilize and to be carried away by air currents, this bactericidal action of coffee ceases. The same condition is exhibited by the retarded, but ultimate, development of mold on coffee infusion upon standing.

The evidence regarding the physiological action of caffeol cannot in any wise be construed to indicate a harmfulness of coffee. The percentage of these volatile substances in a cup of coffee infusion is so low as to be relatively negligible in its action. And, again, the caffeine content of the brew tends to counteract any possible desultory effects of the caffeol.

Regarding the practical application of our

<sup>18</sup> Bull. gen. therap., 166, 879. Zentr. Biochem. Biophys., 16, 79.

knowledge of caffeol, the substances are known to impart the desirable characteristic qualities of coffee, to be extremely volatile, soluble in water, and easily distillable in steam. Naturally, any loss of these constituents would result in a deterioration of the coffee. As the cells of the roasted coffee bean retain the caffeol with a fair degree of efficiency, any unnecessary breaking of these cells is to be deplored. Hence the doctrine of immediate grinding before brewing is again upheld. Or, in case of grinding any appreciable period of time before using, the coffee should be ground to a fineness and kept under conditions which are least favorable to volatilization. When brewing, water at a temperature just under boiling should be employed, for the higher the temperature the greater the solubility and consequent extraction of the caffeol. If the brew is boiled either in making or after making, in addition to the likelihood of extracting an undue amount of bitter principles, the caffeol will be boiled or steam-distilled away, thus losing many desirable constituents as well as throwing the unpleasant qualities further into relief. *Thayer*

#### PATENTS AND TRADE MARKS

¶ Subscribers and advertisers may consult this bureau without charge except that postage for reply must accompany all inquiries; there are no fees for trade-mark searches.

Address all communications Patent and Trade Mark Service, THE TEA AND COFFEE TRADE JOURNAL

#### PROTECT TRADE MARKS ABROAD

Department of Commerce Warns American Manufacturers to Guard Their Patents and Marks in Foreign Countries

THE United States Department of Commerce has warned American manufacturers that wherever there is a possibility of their goods being introduced into foreign countries they should register their trade marks and patents in those countries to protect them from piracy.

It has been reported that German manufacturers, acting through Austrian intermediaries, have registered a number of foreign trade marks in the thirteen countries belonging to the International Trade Mark Convention of Berne, under which registration of a trade mark at Berne constitutes registration in all the countries belonging to the Convention. The Germans' act thus excludes the rightful owners of the trade mark,

some of which are Americans, from marketing their own goods under their own trade marks in any of the thirteen countries in the Berne convention. These countries are: Austria, Belgium, Brazil, Cuba, Spain, France, Hungary, Italy, Mexico, Holland, Portugal, Switzerland and Tunis.

As the United States is not a member of the Berne Convention, American manufacturers must register their trade marks in each of the countries separately.

### PATENT OFFICE RECORD

#### Patents Granted, Trade Mark Applications, Certificates Issued and Labels and Prints Registered During the Month

[STAFF CORRESPONDENCE]

WASHINGTON, D. C., June 27, 1918.

**D**URING the month only one patent of interest to the tea, coffee, spice and general grocery trade was granted by the United States Patent Office, as follows:

#### PATENT GRANTED

*Baking Powder*—Arnold H. Peter, assignor to Royal Baking Powder Company, New York. (1,205,399.) A baking powder comprising as its acid constituent a mixture of lactic and an acid salt consisting of the combination of calcium with four molecules of lactic acid.

As a new article of manufacture, an effervescent mixture containing a bicarbonate of alkaline metal and an acid constituent.

#### TRADE MARKS REGISTERED

Here is a list of trade marks which have been registered and for which certificates have been issued:

"Menorah," Greek letters, a candelabrum. (121,553.) J. H. Hakim & Co., New York. Olive oil, corn salad, peanut oils and salad oil pressed from cottonseed. First use, July 26, 1917.

"Omega" and figure of. (121,549.) J. T. Fargason Co., Memphis, Tenn. Mustard, spices and flavoring extracts for foods. First use, Aug. 10, 1917.

"Tea Party." (121,554.) Hedges-Buck Co., Stockton, Cal. Tea. First use, July 1, 1897.

Registered May 7, 1918.

"Glendora." (121,666.) Smith & Horton Co., Ltd., Warren, Pa. Spices, olives, tea, rolled oats, etc. First use, Aug. 1, 1910.

"Fruto." (121,685.) Augustus F. Weppner, Buffalo, N. Y. Coffee substitute. First use, Jan. 29, 1917.

Registered May 14, 1918.

#### TRADE MARKS PENDING

The following trade marks have been favorably acted upon. Any person who believes he

would be damaged by the registration of a trade mark, may within thirty days enter opposition to prevent the proposed registration. All inquiries pertaining to these marks should be addressed to THE TEA AND COFFEE TRADE JOURNAL, 79 Wall street, New York City:

WEEK ENDING MAY 7, 1918

"Dixie B Line," scene of Dixie highway. (89,925.) Naas-Sanderson Co., Evansville, Ind. Coffee.

WEEK ENDING MAY 14, 1918

"Baby Bunting." (103,569.) The Rowe-Fawcett Co., New Albany, Ind. Coffee, macaroni, spaghetti, noodles, peanut butter, catsup, corn syrup, canned tomatoes, white table syrup, beans, peas, canned mixed vegetables, soup stocks, spices and flavoring extracts for foods.

"Milkolate." (108,304.) The Milkolate Co., Cleveland, Ohio. Food beverages containing a special preparation of milk.

"Tonic." (109,908.) Brewster, Gordon & Co., Rochester, N. Y. Tea.



#### TRADE MARKS PENDING

"Topan." (109,909.) Brewster, Gordon & Co., Rochester, N. Y. Tea.

WEEK ENDING MAY 21, 1918

"Banner." (109,829.) The Minor & Dixon Co., Cincinnati, Ohio. Coffee.

#### AGAINST NATIONAL TRADE MARK

The Merchants' Association of New York disapproves of the idea of a National trade mark to distinguish American merchandise used in commerce with foreign nations or in interstate commerce. Its reasons, which have been filed with Congress, are that if the utilization of the trade mark becomes widespread and covers good, bad and medium merchandise, it will not be possible to safeguard it against unscrupulous users who might exploit their merchandise under it.



## FOR OUR BOYS OVERSEAS



¶ Bits of verse and inspirational prose that make for comfort and better cheer. News of members of the trade in service at home and abroad.

### WHAT IT IS ALL ABOUT

#### One of the Reasons Why We Are at War With the Teutonic Allies as Seen by an English Poet\*

PERHAPS the reasoned explanations of this war are too high for many of us. These great generalizations as to freedom, liberty and democracy are true; they hark back to Magna Charta, and have the ring of Washington and Lincoln in every syllable, but sometimes they are a bit over our head. There is a directer appeal than that. A British poet—we don't even know his name—tells about a crippled cockney soldier who was creeping out of Fleet street on his crutches one day, when over on the Law Courts side three laughing Frenchmen passed in uniform:

For the houses all grew misty with a faint horizon  
blue,

While I thought o' cornflowers peepin' from a  
blackened harvest land,  
With many a weary Frenchy fightin' where those  
cornflowers grew;

An' I've got a kind o' homesickness I cannot  
understand

Since I saw those little Blueys goin' laughin'  
down the Strand.

Oh, cottages with gapin' roofs astarin' at the sky,  
Oh, ruined gardens on the Somme an' trampled  
banks of Aisne,

There's little left the Frenchies but to beat the  
boche or die.

I'd go back to all we hated so, the noise an'  
filth an' pain,

Just to help those cheery Blueys win their little  
homes again!

For many of those who have been there that is  
exactly what this war is about. That is one  
reason why we will fight it and win it.

#### JOHN L. ON THE HUN

Shortly before his death, John L. Sullivan had  
something to say about the Hun. "We're goin' to

get that bird," he said, "we're goin' to get him  
sure. An' I'll tell you why I know. Because he  
got mad so quick. All that hate stuff, I mean. In  
the fightin' ring, when you see a man begin to boil  
up an' see red in the first round, you know that  
next thing he won't be able to see at all. What's  
my best words to the boys in camp? Just this.  
Tell 'em they can't go wrong if they keep their  
feet warm an' their head cool, their eyes open an'  
their mouth shut."

### MAKERS OF THE FLAG

#### An Expression of Americanism, the Pictured Suggestion of the Ideals That Make This Nation

BY FRANKLIN K. LANE

THEN came a great shout from The Flag:  
"The work that we do is the making of the  
flag.

"I am not the flag; not at all. I am but its  
shadow.

"I am whatever you make me, nothing more.

"I am your belief in yourself, your dream of  
what a people may become.

"I live a changing life, a life of moods and  
passions, of heart breaks and tired muscles.

"Sometimes I am strong with pride, when men  
do an honest work, fitting the rails together truly.

"Sometimes I droop, for then purpose has gone  
from me, and cynically I play the coward.

"Sometimes I am loud, garish and full of that  
ego that blasts judgment.

"But always I am all that you hope to be and  
have the courage to try for.

"I am song and fear, struggle and panic and en-  
nobling hope.

"I am the day's work of the weakest man, and  
the largest dream of the most daring.

"I am the Constitution and the courts, statutes  
and the statute makers, soldier and dreadnought,  
drayman and street sweep, cook, counsellor and  
clerk.

"I am the battle of yesterday and the mistake of  
to-morrow.

"I am the mystery of the men who do without  
knowing why.

"I am the clutch of an idea, and the reasoned  
purpose of resolution.

\* By permission of "Collier's Magazine."

"I am no more than what you believe me to be and I am all that you believe I can be.

"I am what you make me, nothing more.

"I swing before your eyes as a bright gleam of color, a symbol of yourself, the pictured suggestion of that big thing which makes this nation. My stars and my stripes are your dream and your labors. They are bright with cheer, brilliant with courage, firm with faith, because you have made them so out of your hearts. For you are the makers of the flag, and it is well that you glory in the making."

#### THE CARELESS SAMMIES

A benevolent looking woman was harrying two wounded soldiers recently returned from France. Her questions were numerous, and she would not be denied.

"Tell me how you got wounded," she demanded of the oldest Sammy.

Wearied by her third-degree methods, he replied:

"Well, you see, ma'am, it was like this: Bill and I were leaning against a barrage having a smoke, when it suddenly stopped and we fell over the parapet!"

#### FREEDOM'S CROWNING HOUR

On the eve of the great battle of Gallipoli, a 19-year-old Australian soldier wrote this poem just before he went into the struggle, in which he was killed:

You that have faith to look with fearless eyes  
Upon the tragedy of a world at strife,  
And know that out of Death and Night  
Shall rise the Dawn of ampler Life,

Rejoice, whatever anguish fills the heart,  
That God has given you a priceless dower  
To live in these great times  
And bear your part in Freedom's crowning hour—

That ye may tell your sons—who see the Light  
High in the Heavens—their heritage to take,  
"I saw the Powers of Darkness put to flight,  
"I saw the Morning break."

#### THE AERIAL BOOTLEGGER

A veteran corporal was leading a squad of rookies, when one spied a stationary balloon in the air.

"What's that?" he asked.

"That," replied the corporal, with a solemn face, "is a wet canteen for aeroplanes."

#### DUTY

Duty, then, is the sublimest word in the English language. Do your duty in all things. You cannot do more; you cannot wish to do less.—ROBERT E. LEE to his son.

### THE TRADE'S ROLL OF HONOR

#### The Latest Information Concerning Those Men in the Trade Who Are Fighting for America and Her Allies

THIS month we have to record some more names of tea and coffee men entering service, and also two promotions among the military officers.

##### IN MILITARY AND NAVAL SERVICE

C. R. COFFIN, formerly with A. C. Israel, New York, has been promoted from Captain to Major in the Adjutant General's Department, Camp Wadsworth, Spartanburg, S. C.

RAYMOND HAMILTON, formerly in W. R. Grace & Co.'s New York office, is with the American Expeditionary Force in France. He is a member of the Sanitary Train.

JEROME J. JACOBI, formerly with J. H. Windels, New York, is now a member of Company I, First Pioneer Infantry, Camp Wadsworth, S. C.

RAYMOND HAMILTON

He is in France with an American Sanitary Train

FRANK GOLDBART, of Sprague & Rhodes, New York, is now in service with the U. S. A.

CHARLES POTH, formerly with Davison & Murphy, New York, has been in France for some time with the A. E. F.

ALBERT S. CHEW, formerly with Hewlett & Lee, New York, is doing scout patrol duty in the Naval Reserve.

CAPT. GERALD ROSS LARKIN, only son of P. C. Larkin, with whom he was associated in the "Salada" Tea Company, Boston, was mentioned in

a list of dispatches published recently from reports by Gen. Sir Douglas Haig. Capt. Larkin has been abroad since 1915, serving first with the Second British Army and later with the Canadian Army Service Corps.

VICTOR H. ENGELHARD, JR., son of the lately deceased president of the wholesale coffee firm of A. Engelhard & Sons Co., Louisville, Ky., is now captain at Camp Zachary Taylor, Texas.



RAYMOND HAMILTON  
He is in France with an American Sanitary Train



ALBERT S. CHEW  
He is doing scout patrol duty with the Naval forces



## HOW TO HELP WIN THE WAR



¶ Practical suggestions for the solution of war-time problems by leaders in the tea and coffee trade. A digest of national activities in which all may participate or to which they may lend a hand.

"OUR TASK—TO WIN THIS WAR."—PRESIDENT WILSON.

### THE WILL TO WIN

We Must Adjust Our Mental Processes to Cope With the Extraordinary Conditions That Exist

BY FREDERICK D. GARDNER  
Governor of Missouri

IN order to win the war with the minimum amount of friction, the people must adjust their mental processes to the extraordinary conditions that exist. In passing judgment upon a policy, they must not attempt to apply the tests appropriate in times of peace. Men must not be moved to captious criticism because of personal inconveniences which they would under no circumstances be called upon to endure in times of peace. They must have always in mind the thought that the ultimate object of this war is a lasting peace; that the hardships must be endured in order that they may at the very earliest possible moment resume their normal manner of living, and enjoy again the privileges and blessings of a free government, at peace with all the world.

We must steel ourselves to endure without grumbling the hardships entailed by this war. We must possess our souls with infinite patience, and not indulge in captious criticism. In forming or expressing an opinion relative to the manner in which the affairs of the Nation are being conducted, we should resolve every doubt in favor of our Government, and should not be influenced by personal or partisan ends. \*

The people of America are "keeping the home fires burning." There is no difference of sentiment among them. They are determined to remain a unity in sentiment and in spirit. What they fear most of all is that selfish and designing interests may succeed in tearing down the splendid, efficient machine which the President has built. The people out this way call the machine efficient because they know that never in the world's history has so much been accomplished in so short a time.

### ONE COFFEE ROASTER'S METHODS

How an Oklahoma Company is Conserving the Materials Needed by the Government and is Solving the Labor Problem

IN a recent letter written for the Griffin Grocery Company, McAlester, Okla., W. F. Dahlen, in charge of the coffee department, tells how his company is helping to win the war by conservation of materials and labor. His letter follows:

Ever since the early part of the war the management of our coffee-roasting plant has been carefully operating, and at all times has been trying to find ways and means to do our part in the conservation of materials needed by the Government. The call to the colors has made the labor question very serious. However, we have been using our own efforts to train the younger class of men and girls to take the place of those in the service for our country.

We have now brought into use one- and three-pound fiber cans, as well as one-pound paper bags, to do our share in the preservation of tin plate.

Fiber boxes are used instead of wooden boxes wherever possible. While the war has made all foodstuffs go sky high and coffee has always been cheap, we do not believe in speculative buying. Our car shipments contain double capacity in keeping clear the present freight situation.

The high cost of foodstuffs is noticeable very much among the general public. We believe in not taking advantage of the so often heard "raise on account of the war."

We figure on the smallest profit we ever did, and try to make up in increasing the quantity of our output as much as possible.

### WHEAT-SAVING SLIPS IN PACKAGES

Manufacturers of package foods have been asked by the Food Administration to co-operate in the educational work necessary to save wheat for shipment to the allies. Having urged the public to save wheat, it must now be taught what to use instead—cornmeal, potatoes, rice, oatmeal, barley and other substitutes. Specialty manufacturers can assist through their sales forces, advertising and package literature. What the Food Admin-

istration needs is the widest and most rapid distribution of the message, "Eat more foods made of cornmeal, potatoes, rice and such products, instead of wheat foods," with definite recipes to encourage home cooking of these alternatives of wheat.

The following ways by which specialty manufacturers can help get the message quickly to the public are suggested: (1) By attaching stickers to packages now being shipped; (2) by inclosing printed slips in packages; (3) by placing loose or pasted inserts in booklets or other literature distributed to the consumer; (4) by mentioning the use of corn, potatoes, rice, etc., in advertising both to the public and to the trade; (5) by asking salesmen to spread the message among grocers.

### SPREAD THE VICTORY GOSPEL

Put the "We'll Win the War" Spirit Into Your Business Letters and Refrain from Any Hint of Pessimism

**L**ET the victory punch into your business letters.

Pessimism is more infectious than scarlet fever. One doubter can infect a room full of people. The germ of this disease often creeps into our correspondence and does more harm than the spoken word.

So the United States Department of Commerce suggests that the "win-the-war" spirit be gotten into business letters. Originally the idea applied to mail sent to foreign countries, where the color of our thoughts is searched for eagerly between the lines of what we write. The business man abroad—whether neutral or ally—is quick to see any weakness. The flag ought to be kept flying in all letters that leave the country.

The same is true of business letters to home correspondents.

There is such a thing as negative as well as positive patriotism. To refrain from doubts is not enough. Our correspondence should carry a vital confidence and purpose to see the war through to victory.

We are going to win. Let your letters show it!

### WHAT THRIFT REALLY IS

Thrift does not mean stripping life of all relaxation and of all beauty. It means no fanatical, puritanical extremes of self-discipline. It means rather something of the ideas that underlay the civilization of ancient Greece—the ideal of national temperance in all living. It calls for well-considered conduct of thought and of living. It does not mean that the world will be a Utopia, but

merely that the standards of the average man and the orderliness of his life will be raised. Thrift, then, is not saving and conserving merely, but something far more significant—self-control and self-denial and temperance; qualities that mean more in terms of sheer national wealth than all the gold that was ever mined. Thrift carried out in such fashion means that when the war is over all our people will find themselves grown into habits of character and of practice that will serve to put the whole nation on a much higher plane than ever before.—THOMAS W. LAMONT.

### MEETING THE LABOR SHORTAGE

Four Things Which American Business Men Must Include in Their War-Time Operating Programmes\*

**T**HE efficiency of labor, like the efficiency of capital and management, is comparatively lower under the enormous stress of the time and the great changes—and upheavals in industry. Thousands of workers have been taken from their regular occupations and have had to be trained in new work. The relatively decreased efficiency of the workers and the greatly increased wages have added enormously to the production cost.

Constructive dealing with the labor shortage must include at least four policies:

1. Increased training in technical and managerial efficiency.
2. The cultivation of a will-to-win-at-any-cost, loyalty spirit as the proper psychological foundation for maximum effort.
3. The more scientific application of efficiency ideals.
4. The more careful employment of women, older men, and hitherto unused resources.

One man has said, "There is only a numerical, not a production, shortage of labor." In other words, we must use our labor resources better.

\* Reprinted from "Business Bulletin," La Salle Extension University.

### AMERICAN TRADITION

There are no grown-ups in this new world of democracy. We are trying an experiment such as the world has never seen. Here we are, so many million people at work making a living as best we can; 90,000,000 people covering half a continent—rich, respected, feared. Is that all we are? Is that why we are? To be rich, respected, feared? Or have we some part to play in working out the problems of this world?—FRANKLIN H. LANE, in "The American Spirit."



By HERBERT S. HOUSTON

Member of the Committee of the Chamber of Commerce  
of the United States on Economic Results of the War\*

VISCOUNT GREY of Falloden, while still Secretary of State for Foreign Affairs of Great Britain, expressed the opinion to an American diplomat that the great war might have been avoided if there had been in existence, during the fateful summer of 1914, the proposed League of Nations. Such an opinion from so responsible a statesman is certainly a challenge to a world at war. Not so much a challenge as to what might have been, for the angry waters of the past have rushed over the dam, but a challenge, certainly, to the future. For if the greatest war in history could have been avoided, then there is ground for hope that all wars can be avoided, or, at least, that the danger of their recurrence can be greatly lessened. So the opinion of Viscount Grey, particularly in relation to the probable world organization that will follow peace, is deserving of most serious examination.

If such a world organization as the widely discussed League of Nations had been in effective existence in 1914, on the basis of the American proposals, what would have been its procedure when Austria refused to arbitrate its differences with Serbia? To begin with, the other nations in the League would have instantly joined in applying economic pressure to Austria. This would have taken the form of a complete trade embargo. Manifestly the more complete the embargo the more quickly it would have been effective. In that respect it is like the blockade. But if the League of Nations had been organized and its International Court established, it would have had both the authority and the machinery to make the trade embargo complete. The nations in the League would, of course, have had their diplomatic representatives in Vienna. They would have notified the Austrian Government that the League had declared an embargo against Austria; that the embargo would continue in force until Austria took her case against Serbia to the International Court in accordance with her pledge to the League; that, furthermore, if Austria continued her recalcitrancy and persisted in her preparation to take her case to war for decision rather than to court, she would find their combined military and naval power on the battle line by Serbia's side.

The economic pressure against Austria would probably have proved too strong to be resisted.

In 1912 the total export and import trade of the dual empire amounted to \$1,277,000,000. Against this an embargo would have been raised by the nations of the League. And in connection with checking and, to a great degree, stopping this vast volume of trade, other responsive actions would have been taken against Austria-Hungary. Communication with the outside world would have been interdicted. This would have affected immediately the mails, the telegraph and cable lines, the telephone and wireless communications. Trains would have been stopped at the Austrian border. Foreign exchange would have been suspended, along with foreign trade. And Austria-Hungary would have stood in the eyes of the world a self-confessed, international outlaw, a country with which other countries would refuse to have commercial intercourse, or any communication or any relations whatsoever.

This would have been the pressure from without, and it would have been accompanied, beyond question, by strong pressure from within. For it is impossible to suppose that many people in Austria would not have been exerting a powerful public opinion, meantime, against their government. Leaders in every section of Austrian life and society—in business, in finance, in the press, in the church, in the government itself—would have known the cause of all these drastic measures aimed at their country, and many of them would have stirred the people to demand that it be removed. When it was seen that the cause was Austria's refusal to keep her pledge, made with other nations, to take an international dispute to the International Court, an act of sheer outlawry, it is impossible to believe that Berchtold and his ministers could have ridden the storm of protest that would have arisen. And especially would this appear to be the inevitable reaction of the Austrian people, because their protest against their government's stand before the world in the indefensible position of an outlaw, would be given insistent force by their own uncalled-for suffering from the penalty of that outlawry. Even as they protested they would be suffering from the economic pressure of the world visited upon them because their government had refused to keep its word. And behind the economic pressure they would have seen clearly the combined military and naval power of the League of Nations as an oncoming vengeance against outlawry, ready to be used, if the economic pressure failed, to compel Austria to obey the law and take her case against Serbia to court.

The conclusion is unescapable that pressure from within would have been exerted, and that it might have proved to be as powerful as the

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pressure from without. Between the two mill-stones, it is reasonable to believe, Austria might have had ground into her consciousness the truth that "righteousness exalteth a nation," and that a pledge when made must be kept.

The flaw in the armor of this hypothetical case is doubtless the war policy of Germany. At least the nations of the Entente Allies will be slow to believe that anything short of war could have stopped the war spirit of the militaristic party in Berlin, when "der Tag," for which preparation had been made for forty years, at last dawned. But the League of Nations strong enough to coerce Austria, through either economic or military power, which Viscount Grey manifestly had in mind, would have included Germany; and it is such a league, with Germany included, that has been assumed in the illustration presented. As to the violence of this assumption for the Germany of 1914 there would be wide divergence of view. But for Germany in January, 1918, her Imperial Chancellor, Von Hertling, has stated officially that "the Imperial Government is gladly ready, when all other pending questions have been settled, to begin the examination of the basis of such a bond of nations." And the "basis" has been indicated clearly by President Wilson: "We fight for the things we have always carried nearest to our hearts, for the right of those who submit to authority to have a voice in their own government, for the right and liberties of small nations, for a universal dominion of right by such concert of free peoples as shall bring peace and safety to all nations and make the world itself free."

#### WHAT WILL END THE WORLD WAR?

But the great war came, as all the world knows. Economic pressure has been a vital factor in it from the beginning and it may prove to be the decisive one. Nation after nation has joined the fighting lines until the spring of 1918 finds twenty-three of them engaged. In the fullest sense it has been an international war. It was caused by the defiance of public law by Germany. That was and is the supreme issue. There were, to be sure, many auxiliary causes, but the overshadowing cause was the assertion by an autocratic power that it could employ military force to destroy the law of nations. When the Imperial Chancellor of Germany made that assertion in support of the actual invasion of neutral Belgium, the challenge was made that the democratic nations had to meet, if they were to continue democratic.

While it is true that the United States did not join in resisting this first challenge, although a great part of its citizenship believed it was the duty of the government to do so, the second challenge, declaring Germany's lawless purpose to defy the public law of the seas by the submarine, was resisted. So this country is in the war with the Allies, in support of the democratic principle that autocratic military power cannot defy international law. It is this issue that makes the war one between autocracy and democracy. And the war must be won, in the much-quoted because defining phrase of President Wilson, to "make the world safe for democracy."

From the beginning of the war economic pressure has been a potent force and has been used in

many ways, both new and old. Every nation engaged found it essential to place its whole industrial organization on a war footing. This has gone forward, in a quick progression, through industries to individuals. While Germany was able to effect a highly controlled organization, through autocratic power, more quickly than her enemies, they have all steadily developed and mobilized their resources for war purposes.

So as the war has gone it has been manifest that economic power, as a war measure, was being engaged as completely as military power. And the end will come, so many observers believe, through the effective use of superior economic force, victory resting with the nations that possess that superiority. Of course, the Allies are fully aware that they possess that superiority, and they are determined that it shall be so used that they shall be the victors.

The sea power of Great Britain has been the dominating agency in enforcing economic pressure, through its use in intercepting Germany's imports and exports. In order to make this power as effective as possible the American doctrine of continuous voyage, developed in the prize courts of the United States during the Civil War, was adopted by both England and France. By this doctrine, if the ultimate destination of a cargo was proved to be an enemy port, that fact established its enemy character and made it liable to seizure. Proof had to be established in prize courts under the rules of international law. But swiftly the ocean-borne commerce of Germany was reduced and practically destroyed. The resulting pressure upon Germany and Austria has been widespread and most severe. This has been shown in innumerable ways, such as the rationing of the civil population, the hunger strikes, the reports in the German and Austrian papers, as well as through reports from contiguous neutral countries. While the actual figures of loss, in both the export and import trade, are not available, they unquestionably represent a total so staggering that their effect can be considered one of the most disastrous blows dealt the Central Powers during the war.

In addition to the blockade work of the English navy, the whole economic power of the British Empire was invoked in January, 1916. Every self-governing dominion, every colony, every part of the Empire responded by boycotting German trade. The result was an embargo at the source, the form in which economic pressure can be made most drastic. Trade black lists were issued, restrictions were placed on the shipment of raw materials, coal ports were closed to ships that carried pro-German cargoes, and presently a world-wide boycott was in force against Germany and her Allies that will continue with constantly increasing pressure until the war ends. In this tightening ring of commerce every nation of the Entente Allies has a part. The United States, in particular, used the economic weapon before it was able to use any military weapon, and throughout the war its vast commercial power will be employed. This power has been mobilized in many ways. The Government in the spring of 1918 took entire control of foreign exchange; before that it had established a license system for export trade,

and adopted a Trading with the Enemy Act of the most comprehensive and drastic character. All of these measures—and they have been adopted in some form by France and our other Allies—have combined in creating a financial and economic offensive against Germany that is likely to prove as powerful in ending the war as the military offensive.

But Germany has not been alone in the war in feeling the force of economic pressure. England and France have felt it, especially through the destruction of merchant ships by the submarine. This has limited the import of foods by both countries and made necessary carefully devised control of the food supply and regulation of its consumption. And economic pressure has been felt in America, through the necessity laid on this country of saving enough from the stock of grain and meat and fats to supply the deficiencies among our Allies. For a number of months eighty-four Dutch ships were held in the harbor of New York, many of them loaded with supplies, because it was feared that a considerable part of their cargoes would ultimately find their way to Germany, and because, moreover, these cargoes were sorely needed in England and France and Italy. Finally, in January, 1918, these ships were allowed to sail under guaranty that all the supplies they bore would go only to neutrals or to the Allies, and that the ships would be returned to this country for use in our own carrying trade.

Within a few months after our entry into the war, a Food Administration was established under the direction of Herbert Hoover, and it has carried out the most comprehensive plans, both for conserving and using the food supply and for increasing it. Similar plans have been followed by Dr. Harry A. Garfield, the Fuel Administrator. And the most drastic one, forbidding the use of coal in industry, with a few designated exceptions, for five consecutive days, beginning January 18, 1918, and for nine Mondays, beginning January 21, came as such a sudden shock that the whole country was fairly dazed. But the order was obeyed until it was rescinded after the third coalless Monday, and the coal situation definitely improved. And it can be frankly stated that the food and fuel orders brought the war more closely to America than anything else had done. On a wheatless or meatless day, especially if it were a coalless one, the news of fighting in France was borne home in a closer, sharper way than ever before. It was economic pressure of a very real sort and in a country that had always believed its resources were exhaustless.

As the war has gone on it has seemed probable that its end would come with the complete economic collapse of one or the other group of belligerents. It is largely a struggle for subsistence, both for armies and navies and for the belligerents back of them. The heavy gun is no more important in forcing a decision than the big cargo ship. Or to state it differently and more accurately, when the ships can supply the necessary men and munitions the guns will be able to force a decision and end the war.

Germany's drive for a separate peace with Russia was made both as a military and as an economic measure. After the treaty with Ukraine it was

believed that food supplies would be forthcoming that would greatly relieve the situation with the Central Powers. To what degree this will be true, in view of the demoralized situation throughout Russia, is not clear, but as far as it is true it will prove to be an economic factor of definite consequence.

It is plain that this economic pressure, applied by all of the belligerents, has been a war measure just as definitely as the fighting by armies and navies. And its operation in working to end so great a war illustrates the effects it would produce when used as a preliminary measure by a league of nations against a single nation to prevent war.

(To be continued)

### THE UPLIFT CORNER

Helpful Thoughts and Verses that Make  
for Self-Reliance and Freedom, in  
Blending Sentiment with  
Business

#### A' WISH FROM INDIA

May every soul that touches thine,  
Be it the slightest contact, get therefrom some  
good:

Some little grace, one kindly thought,  
One aspiration yet unfelt, one bit of courage  
For the darkening sky, one gleam of faith  
To brave the thickening ills of life,  
One glimpse of brighter sky, beyond the gathering  
mist,

To make this life worth while,  
And Heaven a surer heritage.

—DR. HUME.

#### THE TRUE EDUCATION

Education does not mean teaching people to know what they do not know. It means teaching them to behave as they do not behave. The true education which people now ask of you is not catechism, but drill.—JOHN RUSKIN.

The first virtue is to restrain the tongue. He is nearest to the gods who knows how to be silent even though he is in the right.—CATO.

Responsibilities gravitate to the person who can shoulder them, and Power flows to the man who knows how.—ELBERT HUBBARD.

Sleep is the best medicine in the world. It is the best doctor upon the earth.—ROBERT G. INGER-SOLL.



# THE TEA & COFFEE TRADE JOURNAL



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We believe the basic principle on which a trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.

We believe in the application of the TRUTH to the editorial, news and advertising columns.

We believe in the utmost frankness regarding circulation.

We believe the highest efficiency can be secured through a CIRCULATION OF QUALITY rather than of quantity—that character and not mere numbers, should be the criterion by which the value of a publication should be judged.

We do not publish free reading notices or paid "write ups."

VOL. XXXV

JULY, 1918

No. 1

## THE FIRST SUMATRA TEA STORY

We take pardonable pride in telling in this issue the first story of Sumatra tea. It has taken months of preparation and we believe it to be in keeping with the best traditions of the "Blue Book" for enterprise, accuracy and completeness. American tea buyers must watch Sumatra tea. They need to know all about its development. This paper can be depended upon to tell it to them.

## PUBLICITY THE CURE FOR FLAVORING EXTRACT ABUSES

The flavoring extract men are in need of nothing so much at this time as trade advertising. President Beers seemed to recognize this fact when, at the recent convention in this city, he stated the time was ripe for a nation-wide educational campaign on the legitimate use of flavoring extracts. It has been charged that the extract label sometimes acts as a cloak for an alcoholic beverage designed to evade the law of the land, particularly as regards so-called "dry territory," and the yearnings of foolish young soldier lads.

President Beers does well to urge upon the Association members that they scrutinize all orders and to remember that it is up to them to safeguard their industry. Not only this duty devolves upon them, but also the policing of the trade as a whole. First, let them be sure that their own house is in order. Second, let them keep a sharp eye for the unscrupulous manufacturer outside their member-

ship. *Third*, they would do well to take the advice of their attorney, Thomas E. Lannen, who, while believing that any attempt to interfere with the manufacture and sale of flavoring extracts for legitimate flavoring purposes will, in the end, defeat itself, nevertheless urges them to be ever on their guard in selling extracts to make certain that the purchaser does not resell such extracts for anything but flavoring purposes.

Right here is the nubbin of the matter. It will be money in the pockets of the flavoring extract men if they should unite in an advertising campaign devoted to getting across this one idea to the manufacturing and distributing trades of the United States; otherwise they may be surprised to wake up some morning and find that they have been practically legislated out of business.

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#### "IF FRESH BREAD, WHY NOT FRESH COFFEE?"

At last the American doughboy is going to get a square deal in coffee. Largely due to the activity of E. F. Holbrook, the Army's new live wire tea and coffee buyer, *THE TEA AND COFFEE TRADE JOURNAL's* query, "If Fresh Bread, Why Not Fresh Coffee?" is to be answered in the affirmative. The green coffee is to be shipped direct to France, thus saving unnecessary delay here. It is to be roasted back of the lines in self-contained outfits that can be moved forward as the troops advance. It is to be immediately ground and distributed to the mess sergeants in sealed containers, so that the service will be practically the same as in the case of bread. We are assured that reforms are also on the way in the actual making of the beverage. This presents many vexing problems, we know, but under Mr. Holbrook's intelligent direction we feel sure all of them will be solved. One thing is certain, our boys are going to get freshly roasted, freshly ground and freshly made coffee and the sum total of their comfort and efficiency is going to be increased thereby. Which is as it should be.

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#### THOSE COFFEE PROPAGANDA ASSURANCES

The promoters of the million dollar coffee propaganda, undisturbed by the postponement made necessary to conform to the wishes of the government, are soliciting funds to make good their promise to Brazil to furnish the moneys required on this end to run the campaign. Incidentally there are being circulated through the trade, stories that governmental assurance has been given the coffee committee that it may proceed with the propaganda in October, because by that time all questions as to ocean tonnage will be over. Further, it is being said that steamers sufficient to bring ocean transportation back to a normal state of affairs will be available by November and that by January a coffee surplus is anticipated. As an aside, it is pointed out that with the disappearance of the steamer room question it is probable that much of the need for the present coffee regulations will have passed, and it is even being hinted that limitations on option dealing may be raised or eliminated altogether. One story has it that the Food Administrator has already suggested some relaxation as to dealing in wheat futures and that he will probably do the same thing for coffee.

These stories may not have been authorized by the coffee committee. Nevertheless we hope none of our readers will be misled by them. The government has not assured the coffee men's committee of anything. When they made inquiry they were distinctly told that at the present time every possible steamer was being saved in order to divert the tonnage so conserved to the carrying of men and munitions. As to whether October, November or any other particular month will bring about a surplus of shipping room, surely no one in Washington would be so foolish as to attempt to say. Who, in war times, can read the future?

It is also untrue that the Food Administration has suggested any relaxation in wheat futures trading. It isn't conceivable that the Food Administrator would even consider a matter of this kind until the harvests are gathered and more definite knowledge is obtained as to just where we are in the matter of wheat supply. The best information reaching us from Washington is to the effect that more or less drastic regulations on coffee are likely to continue for the duration of the war.

# FLAVORING EXTRACT MEN CONVENE

¶ Many war-time problems considered at well attended annual meeting of Flavoring Extract Manufacturers Association, held in New York June 26-28. ¶ Substitutes for alcohol discussed and adverse legislation reviewed. ¶ President F. P. Beers re-elected.

THE ninth annual convention of the Flavoring Extract Manufacturers' Association of the United States, held at the Hotel Astor, New York, June 26-28, was one of the most successful in the history of the organization. The sessions

were well attended and much of interest developed. The convention committee, of which J. Edward Young of Thurston & Braidich, New York, was chairman, provided not only a helpful and instructive business programme, but also a most interesting entertainment schedule, which included a theater party, a shore dinner at Chateau Laurier, City Island, and a visit to the Midnight Frolic atop the New Amsterdam Theater.



F. P. BEERS, RE-ELECTED  
PRESIDENT OF FLAVORING  
EXTRACT ASSOCIATION

Governmental war-time restrictions, adverse legislation and other trade problems brought on by the war occupied a prominent place in the discussions. There was apparent a desire to co-operate with the Government and to back any measure designed to assist in the prosecution of the war.

In his annual address, President Beers stated that the time was ripe for a nation-wide educational campaign on the legitimate use of flavoring extracts, to establish them beyond question as essential food products. He also urged the members to watch their sales carefully so as to prevent the use of products containing alcohol for beverage purposes.

He stated that manufacturers who knowingly place their goods where they might be used for

other than legitimate purposes would be put out of business.

## MANY PAPERS OF MERIT READ

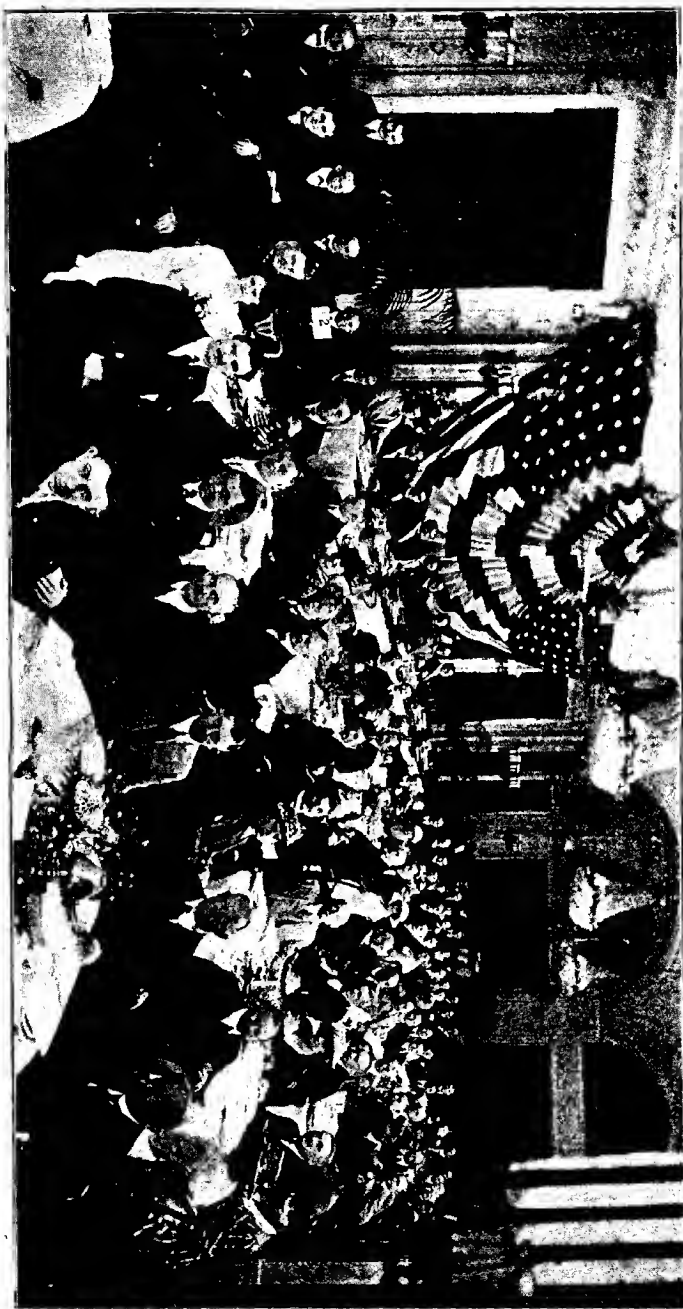
Several papers of merit were read at the different sessions, among them being one of especial interest by W. M. McCormick, of McCormick & Co., Baltimore, father of the association. It had to do with general trade conditions, and made an appeal for the whole-hearted support of the war by extract manufacturers. He suggested that the trade be prepared for further restrictive measures, as he knew they were coming.

Another helpful paper was that read by L. K. Talmadge, of Baker Extract Company, Springfield, entitled "Cost System." Mr. Talmadge devised the cost accounting system which was recently sent to members in the form of a circular. During the course of his convention talk he distributed copies of these circulars and then gave a concrete demonstration of the working out of his system.

C. Beilstein, vice-president of Dodge & Olcott Company, New York, presented a summary of market conditions for raw materials in an address entitled "The Outlook for Lemon and Orange Oils and Vanilla Beans." Mr. Beilstein's talk showed an intimate knowledge of the raw material situation and was well received. He stated that the trade has little cause to complain about prices of aromatic raw materials; that the present price of vanillin is not as high as conditions warrant, and that there is little likelihood of any sharp break in the price of vanilla beans.

Because of the shortage of alcohol, its high price and the possibility of laws being passed prohibiting the sale of extracts containing alcohol, the paper read by Dr. R. O. Brooks, of New York City, dealing with non-alcoholic extracts, aroused much interest. He stated that even though alcohol was the best extracting agent for vanilla beans, it did not necessarily follow that the flavoring need be delivered to the housewife dissolved in alcohol. He advocated the consideration of sugar syrups as carriers of flavor, and mentioned particularly a product called "Nulomoline T. P.," with which he has successfully experimented. To emulsify the oils he recommends a machine known

ANNUAL CONVENTION DINNER OF THE FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION



is the "Emulsor," manufactured by the De Laval Separator Company. Dr. Brooks exhibited several samples of various flavors made with "Nulomoline," which he stated had been standing for some time and showed no separation.

#### TALK BY FOOD ADMINISTRATION REPRESENTATIVE

B. E. Reuter, chairman of the Division of Fats and Oils of the United States Food Administration, told about steps that are being taken by the Government to conserve sugar, alcohol and glycerine. He stated that the sugar situation might improve by September. Meantime, extract manufacturers are to be allowed but 50 per cent of their purchases last year. He predicted a possible improvement in the glycerine situation because of possible increased production under Government auspices. As for alcohol, Mr. Reuter said there was little likelihood of further restrictions between now and September 1; after that he could not say. He said it was not the intention of the Food Administration to disrupt business, and there was no disposition to class extracts as non-essentials.

G. H. Neidlinger, of the Peerless Tube Company, Bloomfield, N. J., gave an interesting exposition of the manufacture of tin tubes. Other papers read were: "The Testing of Non-alcoholic Flavoring Extracts," by Dr. F. M. Boyles, of McCormick & Co., Baltimore; "Flavoring Extracts as Essential Products," by C. F. Sauer, of the C. F. Sauer Company, Richmond, Va., and "The Expense of Marketing Our Products," by J. F. Clawson, of Clawson & Co., Philadelphia.

#### A YEAR OF LEGISLATIVE ACTIVITY

R. H. Bond, chairman of the legislative committee, read a lengthy report indicating that the committee has had much to contend with during the past year because of the prohibition movement and the inclination of legislators to propose drastic laws which if adopted would prevent the use of alcohol in flavoring extracts. The committee, with the aid of Thomas E. Lannen, association attorney, has been able to prevent most laws being passed in a form detrimental to the interest of flavoring extract manufacturers.

A resolution was adopted calling for the appointment of a committee of four to investigate the navy specifications for lemon extracts, to determine whether 98 per cent alcohol can be substituted for absolute alcohol, and also if 98 per cent alcohol is found to make a clear solution, how much is necessary to prevent deterioration. Another important resolution passed provided that the relative flavoring value of standard vanilla extract, as compared with vanilla sugar, which is

specified by the Navy Department, be submitted to a domestic science school of recognized standing and the result reported to the association, also to the Navy and Quartermaster Departments.

Other resolutions adopted advocated a law making the water power of the country available; urged members to see that products containing alcohol are sold and used only for the purpose intended, and assured the Government of the association's support in the winning of the war.

Attention was called to Treasury decision No. 2699, having to do with the method of preparing and labeling certain standard products. It was stated that unless this decision was changed it would be injurious to the trade. The matter was referred to the executive committee with the power to act.

#### OFFICER AND EXECUTIVE COMMITTEE RE-ELECTED

President Beers' administration was highly endorsed, and he, together with all the other officers, were re-elected. Twenty-one new members were added during the year and several others joined at convenient time. The officers and members of the executive committee are as follows: President, F. P. Beers, The C. L. Cotton Perfume & Extract Company, Earlville, N. Y.; first vice-president, Charles D. Joyce, A. Colburn Company, Philadelphia; second vice-president, R. E. Heekin, The Heekin Spice Company, Cincinnati; third vice-president, L. B. Parsons, Seeman Bros., New York. Gordon M. Day, Day-Bergwell Company, Milwaukee, Wis., secretary; F. A. Ross, Stickney & Poor Spice Company, Charlestown, Mass., treasurer; Frank L. Beggs, The Styron-Beggs Company, Newark, Ohio; R. H. Bond, McCormick & Co., Baltimore; T. W. Carman, Baker Extract Company, Springfield, Mass., and W. H. Hyde, The Abner Royce Company, Cleveland.

#### THE ANNUAL DINNER

More than one hundred attended the dinner, which was held in the East Ball Room of the Hotel Astor on the evening of June 28. Burton T. Bush, of The Antoine Chris Company, was the toastmaster, and Corporal Oscar Mouvet, of the French Foreign Legion, and Col. Ned Arden Flood were the speakers. Corporal Mouvet, who returned to this country in March after several months of service, has been visiting the industrial centers of the country, and was enthusiastic about the progress that has been made in war work.

#### EXCERPTS FROM PRESIDENT'S ADDRESS

As the war takes on wider latitude and deeper efficiency so our problems become greater and more diversified. Uncertainties are multiplying.

Our responsibilities are increasing until the very life of our industry is threatened.

Our industry, in common with the other industries of the nation, has many serious problems to deal with in this most critical time, and never was it more important and necessary for all of us to get together and consider the best way in which to deal with these problems—not only from our own welfare as an industry, but it is also necessary and far more important that we do so in the interest of our nation as well. We have already cheerfully and willingly made many sacrifices, but undoubtedly we will be called upon by our country to make further sacrifices, and it is our duty to be prepared to do so, and to map out as definitely as possible a course which we can, if necessary, pursue during the coming year to the greatest advantage of our nation, and still survive as an industry.

It is apparent that we must readjust our affairs and concentrate our efforts to meet the new and changed conditions.

We are learning these days what preparedness for war can accomplish toward the winning of war. It would be a good thing if we could realize also that preparedness for peace is quite as necessary. There is no doubt at all that when our war preparations have reached their maximum and begin to be felt, victory will follow. But what will follow victory? There must be a period of readjustment that is far-reaching in character, and if we are not ready to deal with the problems of that period we may find defeat in our victory.

### EXTRACT TRADE PROBLEMS

#### Conditions Now Confronting the Trade and Suggestions for Overcoming Them\*

By W. M. McCORMICK  
Baltimore, Md.

THE question of large packages versus small ones is of vital importance to all of us and should be given consideration. Two years ago we sent out a circular to our trade calling attention to it, and over a year ago we cut out the so-called 5-cent package of spices and teas, 5- and 10-cent extracts, etc., feeling and knowing that the greatest part of the cost for small packages is for the containers themselves, and the content, for which the consumer pays, is very small. Extra small packages absorb excessive labor, material, etc., and are a waste in general.

The cost of the 5-cent package—that is, container, label, labor, etc., exclusive of contents—is

2¼ cents, while 2½ cents will cover the cost of container, label, labor, etc., of the 10-cent package, or approximately in that proportion.

There is a happy medium between small packages and bulk goods, and this we must determine. Everything should be done to conserve supplies. It is not advisable to pack in too large a package, for frequently the goods decompose or deteriorate in such a way that they are not economical. The question is to find the right place to stop, and this must be given consideration by every manufacturer in the country, whether in our line or any other.

#### ELIMINATE SUB-STANDARD EXTRACTS

Unfortunately, in many counties and States the flavoring extract industry is looked upon with distrust. Jamaica ginger, peppermint, and even lemon extract, have been so grossly abused that if persisted in our industry will be killed. Hundreds of letters to our brother manufacturers and merchants all over the country calling attention to this evil have been written, and I am glad to say that co-operation has been shown quickly by all of our members.

Let me earnestly beg all manufacturers to taboo that class of trade entirely, cutting out the lower or sub-standard extracts, because they are the ones most frequently abused. They should also be cut out for other reasons: First, because they are not economical to the housewife; second, it takes the same bottle and container to carry 50 per cent in quality of these goods as it does 100 per cent of the pure. And just here is a great loss which, if we are loyal, we will prevent.

We are most fortunate in having a man like Mr. Hoover at the head of our Food Administration. He has shown us clearly the necessity of economizing on sugar, and just here allow me to suggest a substitute which will be helpful. We have made experiments and find that the by-product syrup made by the sugar refiners will take the place of sugar to a very large extent in our laboratories. It costs about 50 to 60 cents a gallon.

Granulated corn sugar is 52½ per cent as sweet as cane sugar, and can be used in many preparations in proportion to its strength. We find that ice cream manufacturers and others are using large quantities of it, and as it comes under the head of "substitutes" you can use it without including it in your sugar account.

#### A NATION UNITED

This is no time for hot air or generalities or theories—we must all pull together, not only to keep business going but to make it bigger, so we can win the war.

We must pull together, or be pulled apart.

\* Excerpts from an address read before the ninth annual convention of The Flavoring Extract Manufacturers' Association, New York, June 27, 1918.



## WHY EXTRACTS ARE ESSENTIAL

They Are the Basis of Most Foods and Contribute to the Well Being of the Nation\*

By C. F. SAUER  
Richmond, Va.

EXTRACTS are essential food products, because flavor is the basis of all foods. They are essential and a necessity in industries where millions in capital are involved. They are essential to the soda water bottler; to the ice cream manufacturer; to the confectioner; to the fancy baker; to restaurants and hotels; to the soda fountain, which has become an American institution, where a great many people make their mid-day meal of a milk shake or an egg, or some other drink or food, all of which contain some flavor. And last, but not least, to millions of housewives who find it necessary to use flavor in some form.

As an essential and conserver of food, I believe flavoring extracts stand at the top of the list, because extracts are the most concentrated of all foods. They help to make meatless and wheatless days a success. They conserve eggs, sugar, flour, by stimulating the use of substitutes, as they make more palatable the somewhat insipid foods not extensively used in the past, such as rice, cornmeal, sweet and Irish potatoes, tapioca, corn and potato starch, etc.

### IMPORTANT ACCESSORIES TO THE DIET

There is more to the success of a dish or a meal than merely supplying nutrition. It must please the sense of taste and sight or the stomach will reject to a greater or less degree, according to circumstances, the nutriment which it provides. The dish which you do not enjoy eating does you little good. Nutritive elements are of no use whatever to us until they have been changed by the digestive process into substances which the body can assimilate.

Flavoring extracts, by improving the odor and flavor of food, stimulate the nerves of taste and smell, and thus excite the secretion of saliva and gastric juices, and thereby favor digestion.

I do not therefore think I exaggerate when I say that flavoring extracts contribute to the health of a nation, as health depends on the enjoyment and the ease with which we digest the food we eat. Few of us realize the part that flavoring extracts play in our daily life.

Extracts are recognized by the Government as

\* Excerpts from an address read before the ninth annual convention of The Flavoring Extract Manufacturers' Association, New York, June 27, 1918.

an essential in the army and navy and their institutions. The present tendency throughout the country is to eliminate all strong drink, and this has been done in the case of the army and navy, but it is necessary that the several millions of men now serving our country should have some substitute in the way of soft drinks in which flavor and sweets are necessarily used.

## MAINLY ABOUT PEOPLE

### News About Men in the Trade at Work and at Play

W. H. ABORN, of the New York coffee firm of Aborn & Cushman, 77 Front street, left June 28 for a rest at Amagansett, L. I., where he has been accustomed to spend his vacations. He is not expected back in Front street before September.

ROSS W. WEIR, ex-president of the National Coffee Roasters' Association, left his New York office in Front street July 1 for a month's sojourn in the Maine woods.

FRANK B. CONNOLLY, recently re-elected past-president of the National Association of Retail Grocers, was the guest of honor at a Chamber of Commerce meeting in Petaluma, Cal., Mr. Connolly's birthplace. He was given a fine reception by his old friends.

C. H. PICKENS, president of the Paxton & Gallagher Company, Omaha, recently visited old friends in the New York coffee trade.

CHARLES MOORE, with the Detroit office of Steinwender & Soffregen, was a recent visitor to the New York office of his firm.

ROBERT DAVIS, of the Muskogee Wholesale Grocery Company, Muskogee, Okla., spent five days in New York last month.

WILLIAM FRANK, coffee buyer for Henry Nordlinger & Co., New York, returned June 16 from Maracaibo to go on active service in the United States Navy, in which he is a second-class seaman.

P. C. MEEHAN, senior member of P. C. Meehan & Co., New York, will celebrate his 80th birthday July 12. He has been in Front street for sixty-five years, and is at his desk every business day. He is the doyen of the New York coffee trade.

CARL STOFFREGEN, of Stoffregen & Steinwender, left New York July 3 for St. Louis, on a business trip. He is expected to return in ten days.

LONDON—England  
 COLOMBO—Ceylon  
 CALCUTTA—India  
 BATAVIA—Java •  
 MEDAN—Sumatra



SHANGHAI  
 HANKOW } China  
 FOOCHOW }  
 SHIDZUOKA—Japan  
 DAITOTEI—Formosa

## SUMATRA TEAS

We are prepared to send samples and quote prices to buyers wishing to investigate these meritorious teas.

Naga Hoeta, Simbolon and Martoba are a few of the best known and largest tea producing estates under control of Harrisons & Crosfield, Ltd.

Sumatra teas are destined to become more important from year to year and it will pay American tea buyers to become familiar with them. Our experience with these teas is at your disposal.

### **Irwin - Harrisons & Crosfield, Inc.**

PHILADELPHIA  
 50 So. Front St.

NEW YORK  
 90-96 Wall St.

BOSTON  
 27 India St.

CHICAGO  
 425 W. Ontario St.

SAN FRANCISCO, 25 California St.

### MISCELLANEOUS TRADE NEWS

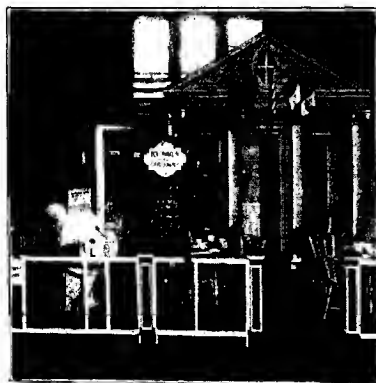
¶ A department covering the activities and developments of the manufacturing tea, coffee, spice and fine grocery interests and the supply trades.

### NEW ELECTRIC COFFEE ROASTER

A Description of the "Ben Franklin" Machine, Which Was Exhibited for the First Time at New York Conservation Food Show

ONE of the most interesting exhibits at the recent New York Food Conservation Show was the "Ben Franklin" electric coffee roaster. It was the first public exhibition of this new type roaster, which is heated and operated by electricity, and F. J. Kuhlmeier, the owner, was kept busy demonstrating it to interested visitors. The machine was in continuous operation, roasts were taken off and the coffee brewed and served.

The points emphasized in the demonstration were that because the coffee is roasted in an asbestos-lined drum containing its own electric heating units and sealed against outside atmosphere, there is a reduction in the roasting cost and



NEW ROASTER DISPLAYED AT NEW YORK FOOD SHOW

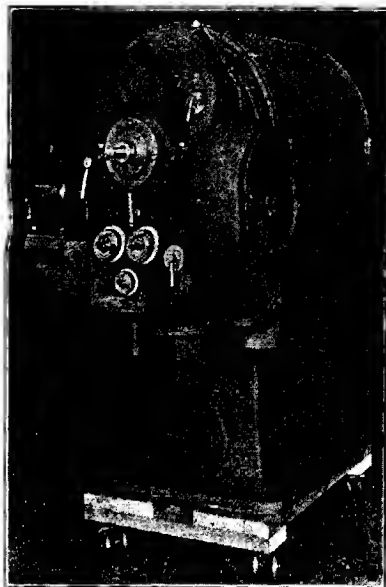
an improvement in the flavor and aroma, and also that less coffee is required in the brewing.

Among the other advantages of this machine, as outlined in the circular issued by the company, are the following: "It is operated by its own electric motor. Absolutely exempt from gas,

charcoal, coal and all other heat fumes, soot, smoke and gases. The heat is uniform, directly applied and sustained, which admits of its application at whatever intensity and for whatever duration may be necessary.

"The machine occupies a space of but 24 x 54 x 48 inches. It requires no intricate installation.

"The constant heat, continuously and directly



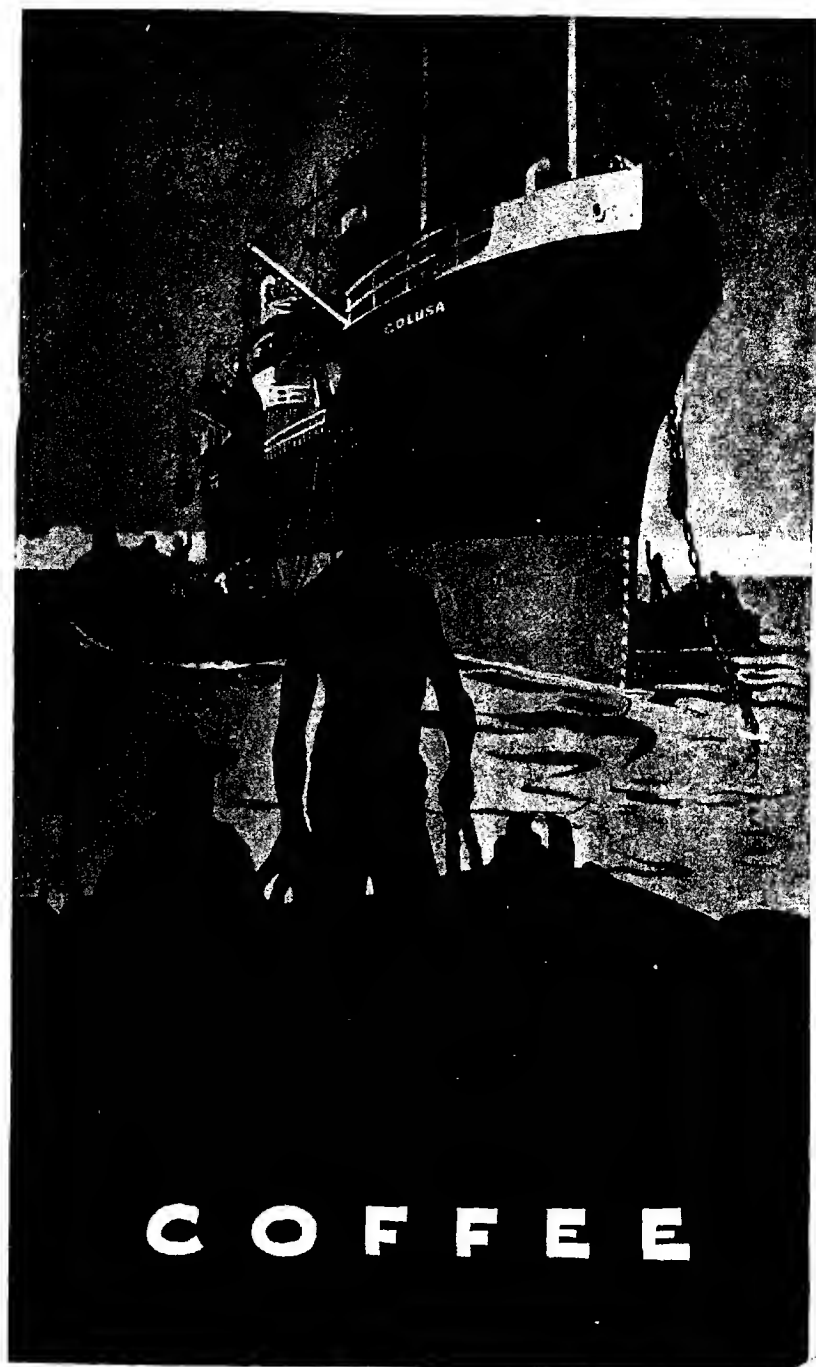
THE "BEN FRANKLIN" ELECTRIC COFFEE ROASTER

applied to a controlled degree, breaks down the bean cells uniformly from shell to center. This liberates the oil, allowing diffusion throughout the roasted fiber. Thus the shell is preserved intact without the berry center still remaining green. Not only is the full essence preserved but a uniform texture is secured for grinding."

One of the accompanying cuts shows the roaster as displayed in the Food Show exhibit, and the other is a close-up view, enabling the reader to get a good idea as to the general appearance of the machine. It is made and sold by the Ben Franklin Electric Roaster, 547 West 110th street, New York City.

### NEW YORK'S FOOD SAVING SHOW

The "Conservation" Food Show was designed to visualize the Government's food programme. National, State and city governments having to



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

do with foods participated, the object being to teach the people of New York how to live better and more economically and thus help win the war. Eight Government booths in charge of experts demonstrated the actual preparation of "war dishes."

About thirty-five manufacturers of grocery specialties maintained booths and demonstrated their products. Among these exhibitors were Jaburg Bros., Beechnut Packing Company, General Chemical Company, The Ben Franklin Coffee Roaster, Austin Nichols & Co., National Sugar Refining Company and Runkel Bros.

### OBITUARY

CHARLES P. CHAPIN

Charles P. Chapin, formerly in charge of the mild coffee department of Arbuckle Bros., New York, died the latter part of June. He was 67 years old and had been ill for about five years.

RICHARD LITSON

Richard Litson, coffee salesman with Sprague & Rhodes, New York, for several years, dropped dead in a Brooklyn (N. Y.) street on June 27.

WILLIAM H. MOHR

William H. Mohr, well known as a former member of the New York Coffee Exchange, died June 22 in his New York residence from a self-inflicted gunshot wound. No reason was assigned by his intimates for his act. He was 75 years of age and recently retired from business.

HERBERT W. STICKNEY

Herbert W. Stickney, 59 years old, and a member of Bacon, Stickney & Co., tea and spice merchants, Albany, N. Y., died June 22. He was one of Albany's leading business men.

CHARLES A. MEGUIRE

Charles A. Meguire, president and treasurer of Meguire & Seaton Company, Louisville, Ky., tea and coffee brokers, died June 12, aged 73 years. C. C. Seaton, secretary and general manager, will continue the business.

VICTOR H. ENGELHARD

Victor H. Engelhard, a prominent member of the National Coffee Roasters' Association, and founder of the wholesale coffee firm of A. Engel-

hard & Sons Company, Louisville, Ky., who died May 17, has been succeeded as head of the business by his son, Capt. Victor H. Engelhard, Jr. Capt. Engelhard is now in army service and will take active charge upon his return from war.

### AMERICAN EXPORTER IN PRIZE CASE

In a British Prize Court case recently tried before Sir Samuel Evans, the American house of W. R. Grace & Co. was charged with enemy trading. The case involved 6,000 tons of coffee and an equal amount of cocoa, which were seized by the British two years ago on a ship sent by the American firm of John Daniel & Co. to a Scandinavian consignee. The Crown held that the shipment was really destined for Germany, and that W. R. Grace & Co., through an intricate chain of import and export houses, were interested parties. The court adjourned the case without reaching a decision.

### MAIL-ORDER HOUSE CURBED

[SPECIAL CORRESPONDENCE]

WASHINGTON, D. C., June 30, 1918.—Sears, Roebuck & Co., the Chicago mail-order house, to-day was ordered by the Federal Trade Commission to desist from certain unfair methods of competition, including the circulation of false and misleading advertisements which the company admitted had been practiced by them.

Sales of sugar at less than cost, conditioned on the purchase of other groceries on which a sufficient price was received to give a profit on the combined sale, was one of the practices disapproved by the Commission. The company also was ordered to stop advertising that its representative supervised the picking of Japan tea offered for sale; that its coffees were purchased direct from the best plantations in the world, and that competitors of the company did not deal honestly with their customers.

### JOBBER IS FINED BY FOOD BOARD

Jaburg Bros., New York, jobbers of coffee and bakers' supplies, were recently accused and found guilty of selling sugar in excess of the margin fixed by the U. S. Food Administration, according to an announcement by the Federal Food Board of New York. The penalty imposed was that Jaburg Bros. contribute \$20,000 to the Red Cross in lieu of any suspension of their business.

## NEW EQUAL VALUE ASSORTMENTS

Puritan China will delight your most discriminating patrons. Ask for samples and details—there's no obligation.

LIMOGES CHINA CO.

W. I. GAHRIS, Pres.

SEBRING, OHIO



## The BEAUTY OF FORESIGHT

With the coming of the Autumn, the Coffee World quickens towards its maximum. The cooler weather turns the Consumer's mind to the steaming cup; in the Roasting and the Packing Houses, executives return from vacations and take up delayed programs of purchasing and supply.

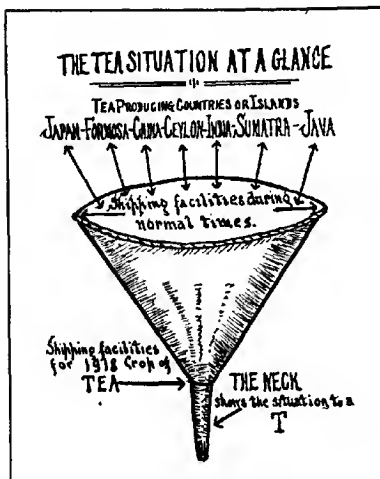
Production rises to a peak in the Coffee World. And this peak is mirrored even in Factories that make accessories for the Coffee Trade. In our own plants, for instance, while the Spring months frequently show a considerable unused margin of equipment, late Summer and Fall are always characterized by orders marked "ship immediately" or "please rush".

Every worth-while coffee-package is a special job, requiring the painstaking efforts of skilled workmen. To hurry such work is to diminish its quality. To the manufacturer's great regret the Buyer often receives lower value on a "rushed" job.

*Foresight* is a splendid investment for everyone concerned. The Buyer receives a better package and is happy in the ability to supply his Retail Trade on time. And the Manufacturer deeply appreciates the consideration—as well as the opportunity to serve at top efficiency.

### UNION BAG & PAPER CORPORATION

(Name of the Nearest Selling Agent upon request)  
PRINCIPAL OFFICES - WOOLWORTH BUILDING - NEW YORK CITY



#### HOW LACK OF SHIPS AFFECTS TEA

The diagram above, which is being distributed with the compliments of E. M. Osborn Company, New York tea importer, at 93 Front street, is designed to show how the shrinkage of shipping facilities during the war has cut down importations of tea into this country.

In answer to the Food Board's charges, Jaburg Bros. offered two explanations. They claimed they did not understand that the sugar regulations of the Administration applied to bakers' supply houses, and also that because of the nature of their business the firm made little or no actual profit on its sugar transactions, even at the prices charged. The firm turned over to the Red Cross on July 2 Liberty Bonds to the amount of \$20,000.

#### GIVES SOUVENIRS AT CONVENTION

During the recent convention of the Flavoring Extract Manufacturers' Association at New York, the Nulimoline Company, 111 Wall street, New York, distributed among the delegates a clever advertising device consisting of a keyring in a leather case for protection to keys and clothing.

The annual report of Gaston, Williams & Wigmore, Inc., New York, showed gross sales of \$57,537,991, as compared with \$44,950,995 in the preceding twelve months.

## MARKETS OF THE WORLD

Latest News Letters from Staff and Special Correspondents in Foreign and Domestic Trade Centers

## OUR LONDON LETTER

The Latest News From Mincing Lane and the Continental Trade Centers

Office of THE TEA AND COFFEE TRADE JOURNAL,  
34 Cranbourn Street, London, W. C.

LONDON, June 4, 1918.

FROM the point of view of supplies the outlook in tea in this country continues quite satisfactory, while allotments to the wholesale trade are being resumed with a ballot representing about 5,500,000 pounds. The weekly supplies at Mincing Lane will be kept as near as possible to 5,000,000 pounds, which is a quantity considered ample.

Tea has continued to come along in good quantities for some time past; it is understood that more Ceylon tea will be available in the near future. The trade is now more particularly anxious to get hold of this description, the supply of which was very short the last few months. There is quite an abundance of Indian tea, but China tea is practically exhausted owing to the import prohibition.

The total of all kinds of tea held in the country on April 30 was returned as 95,166,000 pounds, as compared with 86,099,000 pounds at the same date last year and 100,013,000 pounds in 1916.

#### THE TEA RATIONING SCHEME

The Ministry of Food announced that under the new scheme for the distribution of tea supplies, which will take effect as from July 14, every unregistered person in Great Britain should, not later than June 10, register with a tea retailer. The Food Controller has not yet decided whether the new system of distribution shall be accompanied by national rationing in July, but the

## BLACK DIAMOND BRAND PICKLING SPICES

SEVENTEEN VARIETIES OF THE BEST QUALITY OF WHOLE MIXED SPICES AND SEEDS SO PROPORTIONED AS TO PRODUCE A FLAVOR UNEQUALLED FOR ALL PICKLING PURPOSES. BULK OR CARTONS.

ARCHIBALD & LEWIS COMPANY

NEW YORK

**CO-OPERATE WITH U. S.  
FOOD ADMINISTRATION  
AND  
BENEFIT YOURSELVES  
AT THE SAME TIME**

The Necessity for the Conservation of Tin Plate for War Purposes, as strongly pointed out by the U. S. Food Administration, urges Packaging Concerns to use more extensively

**TIN-AND-FIBER CANS  
FOR COFFEE, TEA, COCOA, AND  
DRY PRODUCTS GENERALLY**

and in doing so they achieve two desirable ends: They work in harmony with the Government and, at the same time, use the best and most Economic Package available.

WE SPECIALIZE IN ALL SIZES

**Square and Oblong Tin-and-Fiber Cans**

FOR

**COFFEE AND COCOA**

**CANISTER COMPANY**  
of New Jersey  
**PHILLIPSBURG, N. J.**

NEW YORK OFFICE  
17 BATTERY PLACE, NEW YORK CITY

|| *Originators of the Tin-and-Fiber  
Container in Extensive use in  
the Coffee and Tea Trade.*



supply of tea to retailers will be made upon a basis of 2 ounces weekly for each registered customer, including children.

#### THE LONDON COFFEE MARKET

Public sales of coffee have been resumed, but only very limited quantities are put forward. These have been meeting until lately with fair competition at steady prices, but demand at the time of writing seems to have slackened. Better quantities of the more desirable qualities for the home trade may become available before long; that is, provided sufficient freight is forthcoming. Business in the terminal market is reported to be at a standstill, with quotations unchanged. Generally stocks in this country are now much reduced owing to the heavy deliveries that have been going on for some months past. Certain quantities are held by the authorities, much of which, however, is unsuited for the needs of this country. In these circumstances it may become advisable to relax the prohibition of imports. It is held here that certain countries that produce fine coffee might well be allowed to ship part of their stocks. The stock of coffee actually in this country on April 30 was 884,000 hundredweights (of 112 pounds each), against 1,394,000 hundredweights at the corresponding date of last year. The stock of chicory was 8,000 hundredweights, against 11,000 hundredweights.

An interesting case in the Prize Court was concerned with a Guatemala coffee shipment. In this case the president of the Prize Court, Sir Samuel Evans, was asked by the Crown to condemn 145,000 bags of coffee, valued at \$465,000, shipped from Guatemala and consigned to neutrals.

Counsel for the Crown said that before the war the Guatemala coffee trade was more under German control than the coffee trade of any other part of the world. The plantation companies were financed and controlled from Hamburg. In 1915 a great deal of this coffee managed to run the blockade, but towards the end of that year the risks increased so much, owing to the vigilance of British cruisers, that the persons concerned in the trade had to adopt devious methods to get their goods through to Germany. The coffee now before the court was mainly claimed by firms in Guatemala and Christiania, but the submission of the Crown was that its ultimate destination was Germany.

THOMAS REECE.

## PORTO RICO'S COFFEE OUTLOOK

**Planters Declare That the Coming Crop Will Be from 25 to 50 Per Cent Below Normal**

[FROM A STAFF CORRESPONDENT]

SAN JUAN, PORTO RICO, May 31, 1918.

THAT the coming coffee crop will be from 25 to 50 per cent below the normal yield is the prediction of coffee planters in the Lares and Yauco districts. One large grower in the latter district maintains that the loss in production will reach 75 per cent.

The cause given for the poor crop prospect is an unusually cold and rainy growing season. Just how far the shortage in production will affect the price of coffee in the island is difficult to say. The greater part of the crop of the island has hitherto been exported to foreign countries—Spain, Cuba, France and Italy being the chief consumers.

After the outbreak of the war France decided to prohibit the importation of our coffee and purchase the Brazilian product. Italy continued to be a buyer, the coffee being sent by way of Spain. Recently, however, the Transatlantic Steamship Company notified exporters here that it would no longer receive coffee destined for the Italian market because of the danger of submarine attacks, Germany, of course, considering coffee a food product en route to an enemy country.

The Cuban coffee market is at present overstocked. Cuba itself produces some coffee which sells at a lower price than the Porto Rican brand, though by no means enough to supply the demand there. Spain will take the largest share of the coming crop, but at present it is difficult to get sufficient cargo space for coffee on Spanish boats. One of the principal coffee exporting houses of the island has at present 8,000 bags ready for exportation, but shipping space is not available.

A normal yield of coffee here is from 400,000 to 450,000 quintals. The manager of the house to which allusion was just made estimates that next season it will drop to 250,000.

HARWOOD HULL.

#### NEEDS BLUE BOOK IN HIS BUSINESS

J. W. MAGEE, manager of Joseph Tetley & Co., Inc., Pittsburg, Pa., writes: "We like your Blue Book and could not get along without it."

## PUREST AND BEST BAKING POWDERS

Cream of Tartar and Pure Phosphate

**Buyers Private Brands at Attractive Prices**

Also High Grade Cocoas under Private Brands

**MANHATTAN BAKING POWDER CO., 264 Spring St., New York**

"Our Task: To Win this War."  
—President Wilson.



"All of us, from the most important to the least of us in all trades and occupations, now have an opportunity to put our hands on the rope that is pulling civilization out of the fire."  
—Newton D. Baker.

## SPICES IN SWITZERLAND

Spice dealers in Berne, Switzerland, are urging their fellows in that country to abandon the pre-war practice of importing spices in packages, and to pack their own spices in accordance with the desires of their customers. The Swiss spice importers have formed a syndicate under the title of the "Union Suisse des Negociants de Gros en Denrees Coloniales, Berne, Suisse."

## BRITISH SEIZE STOLLWERCK COCOA

The British prize court recently condemned over \$100,000 worth of cocoa beans, powder and butter which Stollwerck Bros., Stamford, Conn., were charged with shipping to an enemy destination. The Crown also charged that while Stollwerck Bros. are described as an American firm their name is that under which Stollwerck Gebruder, of Cologne and other German towns, carried on business in the United States. The Crown claimed that the cargoes were enemy property.

## CHICAGO NEWS LETTER

Activities of the Trade in the Windy City and Vicinity as Seen by Our Own Correspondent

CHICAGO, June 29, 1918.

**O**WING to Government regulations Chicago coffee merchants are showing little interest in market conditions. The market seems quite steady; distribution is perhaps a little better than a year ago.

Reports of frosts in Brazil and snow in Argentina are not considered here as disturbing. Chicago coffee men are abiding by the regulations of the Food Administration, selling as much as they can and ordering only the quantities allowed them.

## THE CHICAGO TEA MARKET

First-crop Japan tea is now from 10 to 12 cents above last season. This is said to be due to the increased cost of both rail and water transportation, packing materials and labor. The demand for first-crop Japan tea is great, because there are no stocks to draw from, and everything is being taken up. The trade is anxiously waiting to see what the market on second-crop Japan teas will be.

Indian and Ceylon teas are holding firm. Shipments from Java are beginning again. Formosa has gone up about from 3 to 5 cents because of freight.

Chicago tea men are priding themselves for securing a modification of the freight rates. The J. C. Whitney Company, the Siegfried-Schmidt Company, and Hellyer & Co. were active in this move. They joined forces and engaged Clifford Thorne, a Chicago attorney and expert in traffic litigation, to go to Washington, where he succeeded in getting a rate of \$1.87½ in place of the \$3.69 rate proposed. **LOUIS RESNICK.**

## NEW ORLEANS LETTER

News of the Trade in the "Logical Port" as Gathered by Our Own Correspondent

NEW ORLEANS, July 1, 1918.

**T**HE coffee situation in New Orleans has remained practically unchanged during the past month, with very light sales and inquiry and a diminishing stock. At present there is reported about 30,000 bags to be loaded for this city on a Government ship, which is about the only coffee in sight aside from the officially reported local stock, which is slightly above 130,000 bags.

The tea trade is reported good, though supplies are hard to get.

Ben C. Casanas and Ben Meyer, members of the coffee advisory committee of the Food Administration, have made several trips to New York and Washington on Government business.

The Government is continuing to roast coffee here, using supplies bought some time ago.

G. Amsinck & Co., of New York, represented here by H. C. Danaher, and the Produce & Warrant Company, have taken quarters in the Bright building in Gravier street.

The restrictions in trading and the Liberty Loan and War Savings activities have put a quietus on general business to a very great extent, but it is expected the Government will permit sufficient coffee to arrive to prevent a famine, although those who have enjoyed trade in special grades are having a hard time to get their customers accustomed to taking what they can get.

**E. K. PELTON.**

# PHOSPHATE

For Baking Powder and Prepared Flour

## PROVIDENT CHEMICAL WORKS

Main Office and Works, 8011 IDAHO AVENUE, ST. LOUIS

Branch Offices: NEW YORK, CHICAGO



## **Ritchie's** ALL FIBER CANS TIN TOP AND BOTTOM CANS

The ideal container in place of expensive tin cans. Ritchie's Paraffined or Parchment lined cans hold the aroma, are airtight and non-absorbing. The ideal package for Coffee, Tea, Spices, Coconut and all dry foods.

*Quotations and samples promptly forwarded.*

**W. C. RITCHIE AND COMPANY**  
414 SO. GREEN ST., CHICAGO, ILL.

(Trade **NAPACAN** Mark)

The highest grade all paper can on the market. Its impervious qualities are "built into it", the manufacturing process being entirely different from all other forms of paper containers.

A Baltimore Coffee Roaster writes: "The Napacan has proven the best for ground coffee that we have tried since the advance in tin. We are enthusiastic about it."

It is also the handsomest package on the market. The patent Hermetic Seal Closure is ideal for Coffee. Write for catalogue and samples.

**NATIONAL PAPER CAN CO.,**  
576-598 Clinton St., Milwaukee.



## THE NEW YORK MARKETS

### Special Market Reviews for "The Tea and Coffee Trade Journal"

NEW YORK, July 1, 1918.

**E**XCEPT for a slight flurry in futures in the latter part of the month, due to a moderate boom in the port of Santos, the coffee market has shown few exceptional features. The Santos rise in prices was attributed to reports of frost-damaged crops. New York traders remained undisturbed, however; the boom died quickly.

The trade is figuring on an increased steady demand, depending on light deliveries during the month to reduce the invisible supply still further, and that the army and navy requirements will also deplete stocks.

The visible supply for the United States is about 160,000 bags more than last year. Available shipping now approximates 220,000 bags, on the three steamers assigned the Brazil coffee-carrying trade early in June by the United States Shipping Board. Space for approximately 145,000 bags was allotted to New York traders.

In the mild coffee market traders do not expect an early advance. Stocks are increasing and the spot demand is negligible. The majority of growths show nominal quotations and little being taken.

#### TEA MARKET CONTINUES FIRM

Uncertainty as to what the Government will do in regard to tea tonnage, as well as prevailing high prices in primary markets, has interfered somewhat with trading. However, a strong undertone is evident, and a further upward movement in prices is expected. Offerings of popular grades have been small.

New-crop Formosas have appeared here, at a cent to a cent and a half higher than old-crop grades. Buyers are holding off, Indias and Ceylons have not been so firm as other growths.

Stocks of Chinas and Japans are low and prices still tend upward.

#### THE SPICE MARKET IS STAGNANT

The spice market continues inactive, with no important developments to be noted. Trading consists almost wholly in covering grinders' and manufacturers' actual current requirements. Prices, as a whole, are unchanged.

**PEPPERS**—Practically no change in the situation. The demand is from jobbers and on a hand-to-mouth basis. **CLOVES**—Stocks are low and prices strong. **PIMENTO**—Prices have eased off a bit, but buying is largely routine. **CASSIAS**—Practically all stocks and prices show little change. **NUTMEGS**—The situation here is tense. Stocks are dwindling. **MACE**—Supplies are low and prices firm. **GINGERS**—Receipts of new-crop African eased the situation in that grade. Otherwise there is no change.

#### BRAZIL FREIGHTS UNDER SCRUTINY

[SPECIAL CORRESPONDENCE]

WASHINGTON, D. C., June 15, 1918.—The War Trade Board has asked coffee importers for reports of each purchase of Brazil coffee from November 21 to date on which the freight rate exceeded the Government price of \$1 a bag on sailers, \$1.20 on auxiliaries, and \$1.70 on steamers. This is understood to mean that importers who have paid excessive rates may receive some kind of reimbursement.

The War Board is also making arrangements to insure that all Brazil freights hereafter be paid at a United States port and not in Brazil.

#### NEW GREEN COFFEE FREIGHT RATE

The import railroad freight rate from the Pacific Coast on green coffee has been set at 80 cents per 100 pounds by a recent order of the United States Railroad Administration. The minimum load is now 80,000 pounds.

**General Can Company**

Sixteenth & Canal Sts.

Chicago, Ill.

**Tin and Fibre  
Cans**

## Many Food Products Need Only Paper Protection

But that paper **MUST** be especially made for the purpose. That is why we have specialized on a complete line of papers known as

### Diamond-F Protective Papers

Three of these are Diamond-F Greaseproof, Diamond-F Vegetable Parchment, Diamond-F Parchmoid. These are high quality papers with a toughness and density of texture that makes them ideal for use where air, moisture, dust, etc., must be kept out, and flavor, goodness, etc., must be kept in. They are pure cellulose, free from oils, chemicals, waxes, metals, etc.

Diamond-F Glassine is another member of the family. It is a hard, lustrous-surfaced, transparent paper used for the same purpose as mentioned above. In addition, it is used as a wrapper for boxes and cartons, made into envelopes, bags, etc.

All of these papers can be had in rolls, sheets and circles.

*Your jobber is the one to supply you. We will gladly, however, send samples upon request. We can best aid you if you will give us some idea of your requirements.*



*A Mark of Quality—  
A Sign of Service*

**Diamond State Fibre Company Bridgeport, Pa. (Near Phila.)**

ALSO MAKERS OF DIAMOND-F FIBRE—"A REMARKABLE MATERIAL"



### *Weis* Fibre Containers for Coffee, Tea, Baking Powder, Cocoa, Spices, Etc.

Solve your packaging problem in points of imperviousness, compactness and economy. Weis Parchment Lined Containers for Teas, Coffees and Spices hold the full aroma of your product, none of the volatile oils escape or absorb.

Weis Paraffined Fibre Containers are absolutely damp-proof and impervious to contaminating influences. The Ideal Baking Powder Package. Endorsed by Good Housekeeping Institute and other leading Food Authorities.

Put your packaging problems up to us. Our containers are made in Square form, with Round, Air-tight cap; any capacity from four to two hundred and fourteen cubic inches.

Get samples, state your requirements—and quotations will be forwarded promptly.

**THE *Weis* FIBRE CONTAINER CORPORATION**  
160 WEST FRONT STREET MONROE, MICH.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

#### NEW TEA IMPORT FREIGHT RATE

The import railroad freight rate from Pacific Coast points on tea and tea sweepings has been set at \$1.87½ per 100 pounds by a recent order of the United States Railroad Administration. The old rate was \$1.10.

#### A NEW COFFEE LICENSE RULING

George W. Lawrence has advised a member of the New York coffee trade that a commission merchant holding a license can receive coffee on Exchange contracts for customers, foreign or domestic, even though the customer had no green coffee license.

#### INFORMATION FOR BUYERS

Pithy Suggestions as to Where and How to Buy to the Best Advantage

**B**UYERS in all branches of the tea, coffee and grocery business will find it to their advantage to read this department every month. Only items of legitimate trade news intended to be informative and helpful to buyers, and all carefully edited, will be published here.

#### NEW SOURCE FOR SPICES, OILS, SEEDS, ETC.

John C. Siegfried & Co., 326 West Madison street, Chicago, with a branch at San Francisco, are now handling, in addition to the lines formerly imported, such commodities as spices, seeds, vegetable and fish oils, and other Oriental products.

#### A NEW TEA MAKER

The Tricolator Company, 62 East South Water street, Chicago, is marketing a tricolator for brewing tea. It appears like the coffee tricolator manufactured by this company, and makes the tea

in the same manner. The tea maker is offered in four sizes—2-quart, 1-gallon, 4-gallon and 10-gallon. It is interesting to note that the filter paper used in the tea maker is five times thicker than in the coffee tricolator.

#### A NEW PEANUT BUTTER MACHINE

The A. J. Deer Company, Hornell, N. Y., has produced a new Royal peanut butter machine, picture of which appears on this page. It is a development of a machine placed on the market some time ago. One of its features is that its peanut attachment is interchangeable with all other Royal attachments which may be operated on machines taking No. 2 chopper parts. These attachments include a coffee pulverizer, meat chopper, bone grinder, poppy seed mill, pulley, and a grindstone attachment. The manufacturer states that the new machine will make peanut butter of the finest quality at the rate of about ¾ pound a minute.



THE NEW ROYAL PEANUT BUTTER MACHINE

#### ROASTING FOR THE TRADE

The Commonwealth Coffee Company, 42 Cliff street, New York, announces the opening of its plant for the handling of green and roasted coffees and for general roasting, grinding and packing for the trade.

#### ETHYL ALCOHOL FOR EXTRACTS

The International Alcohol Corporation of New York is marketing a special brand of ethyl alcohol,

**DANNEMILLER**  
**COFFEE CO.**  
**BROOKLYN-N.Y.CITY**

**COFFEE—Roasted and Green**

• To Wholesale Dealers Only

# TRANSMARINA TEAS

## SUMATRA

The scientific methods used in the preparation of Sumatra Teas are resulting in a product of noteworthy quality. Grown from the best kinds of Indian tea seed, Sumatra Teas evidence all the good characteristics of the original species with added virtues drawn from their new environment. Have you tried them in your blends?

Write us for spot offerings of these interesting teas.

Our resident buyer is now "on the job" in the Dutch East Indies and we are prepared to quote for direct shipments of Javas and Sumatras.

**HANDELMAATSCHAPPY "TRANSMARINA," INC.**

(Trading Co. "Transmarina")

62 William Street,  
New York City, N. Y.



also cologne spirits that are being largely used by extract makers. According to the manufacturers, these products are made by a new process and are free from furfural and other impurities. Ethyl alcohol has been commercially manufactured from wood for several years in this country, but the International Alcohol Corporation has effected improvements in the process.

### SALIENT TRADE NOTES

James Butler, of James Butler, Inc., New York chain-store grocer, recently bought a 20-acre estate at Tarrytown, N. Y., as an addition to the Marymount Convent established by him some years ago as a memorial to his wife.

H. A. Baker, chief chemist of the American Can Company, New York, has succeeded E. H. Temple, resigned, as manager of the packers' cans sales department. W. S. Sellers has been appointed chief chemist.

John H. Rosseter, vice-president and general manager of W. R. Grace & Co., and also of the Pacific Mail Steamship Company, has been appointed Director of Operations of the United States Shipping Board.

F. J. Lichtner, founder of the Banner Coffee Company, has become president of the Sterling Manufacturing & Sales Company, Milwaukee.

The Howard W. Spurr Coffee Company, Boston, Mass., has sold its tea and coffee business to Swain, Earle & Co., Boston. E. L. R. Perry, who has been with the Spurr organization for half a century, goes to Swain, Earle & Co.

Reushaw Smith, formerly with the Stephen L. Barrett Company, American agent for Bendsorp's cocoa, has joined the Southern Rice Sales Company.

J. F. O'Brien, ex-president of the Boston Auxiliary of the Specialty Manufacturers' Association, has been appointed sales manager of the Kellogg Toasted Cornflake Company at Battle Creek.

The annual report of the Acme Tea Company

showed a gross business of \$24,540,855, a gain of 34 per cent and the largest in the firm's history.

F. J. Dunn is the new manager of the Chicago branch of W. J. Bush & Co., Inc., New York.

The Huntley Manufacturing Company, Silver Creek, N. Y., has been awarded the contracts for coffee roasters for both the Hoboken and San Francisco plants of the Jewel Tea Company. This company is also dismantling the old Hoboken plant and erecting the new one. When the work is completed the factory is expected to be the most up-to-date in the East.

W. R. Grace & Co. have established a branch office in Buenos Aires, and taken over the business hitherto operated under the name of Enrique Wulff.

The Wilson Coffee Company, Tampa, Fla., recently added a second Burns granulator to its coffee machinery equipment.

W. T. Welisch & Co., San Francisco rice importers, have been negotiating for several steamers to bring cargoes of rice from Japan, China and Straits Settlements ports to this country.

The Morey Mercantile Company, Denver, has added a Challenge pulverizer to its grinding equipment to meet increasing demands for very finely ground coffee.

Gaston, Williams & Wigmore, Inc., New York, have organized an affiliated corporation to be known as Gaston, Williams & Wigmore Pacific Coast Company. The head office will be in San Francisco. James C. H. Ferguson, well known in shipping circles, will be the Pacific Coast manager.

The Northwestern Coffee Mills, Milwaukee, recently installed three No. 5 Burns coffee roasting equipments, including coolers, milling and separating machines, storage bins and a granulating mill.

The Shredded Wheat Company, Niagara Falls, N. Y., has just completed alterations to its model factory. President Fred Mason inaugurated many of the unique additions.

The W. S. Quinby Company, Boston, will in-

<b>"FUJI"</b>	Trade Mark Reg. U. S. Pat. Off. No. 195 557	<b>JAPANS</b>
<b>SEASON 1918-19</b>		
<b>FOR STANDARDS AND QUOTATIONS</b>		
APPLY TO		
<b>CHARLES de CORDOVA</b>		
SOLE AGENT for UNITED STATES (East of Denver) and CANADA of THE FUJI COMPANY, SHIDZUOKA, JAPAN		
<b>78 WALL STREET</b>	<b>NEW YORK</b>	

# **JAVA TEAS OF DIRECT IMPORT**

**ROWLEY DAVIES & CO., LTD.**

BATAVIA, JAVA  
OR FENCHURCH HOUSE,  
5, FENCHURCH STREET,  
LONDON, E. C.

**WILL GLADLY SUPPLY ALL INFORMATION**

**IRWIN-HARRISONS & CROSFIELD, Inc.**

*Importers and Jobbers of Teas*

PHILADELPHIA	NEW YORK	BOSTON	CHICAGO
50 So. Front St.	96 Wall St.	27 India St.	425 W. Ontario St.
SAN FRANCISCO, 28 California St.			

London	Colombo	Calcutta	Batavia	Shanghai	Hankow	Foochow
Shidzuoka	Daitotei	Medan	(Sumatra)	Singapore		

# **FRANCIS PEEK & CO., LTD.**

Head Office: 20 Eastcheap, London, E. C.

<b>SINGAPORE</b>	<b>JAVA</b>	<b>SUMATRA</b>
Laidlaw Buildings	Batavia, Soerabaja, Bandjeng	Medan

**EXPORTERS**

OF

**JAVA TEA**

AND OTHER

**DUTCH EAST INDIAN PRODUCE**

**TIN RUBBER SUGAR**

**COFFEE RICE TAPIOCA PEPPER CITRONELLA OIL, ETC.**

*Write to our Batavia House and ask to be placed on  
Mail List to receive our Java Monthly Produce Report*

install a No. 2 Burns tea mixer of 1,000-pound capacity, with conveyor cars, etc.

The Vermont Milk Chocolate, Burlington, Vt., is planning an extension to its plant.

Leon Henry, Hoboken, N. J., is soon to install another No. 5 Burns cocoa roaster.

The Walter Baker Company, Ltd., Milton, Mass., is erecting a new administration building.

Gordon, Sewall & Co., Houston, Tex., have added a coffee roasting plant, which includes two No. 1 Burns roasters, cooler and stoner.

The Boston Chocolate Company, Boston, has purchased the property known as Perry's Wharf, which includes a five-story brick mercantile building.

The Boren-Stewart Company, wholesale grocer at Dallas, Tex., has contracted for two No. 6 Burns coffee roasting outfits, grinding mills, a three-cylinder sample tester of the tilting type, and a Tuxedo revolving table, etc.

The Pirika Chocolate Company, Brooklyn, N. Y., has been incorporated, with capital of \$250,000. W. H. Pickett, E. L. Tamblin and A. R. Latson, all of 372 St. John's Place, are the incorporators.

The Wangemann, Reichardt Company, wholesale grocer at Brenham, Tex., has ordered a No. 6 Burns peanut roaster and cooler, a No. 2 blancher, suction cleaner, 12-foot picking table and a No. 2 nut mill. Texas is showing considerable activity in peanuts and peanut manufacture just now.

Wellman, Peck & Co., San Francisco, have succeeded to the business of the Pacific Coast Grocery Company, Fresno, Cal.

The Canby, Acl & Canby Co., Dayton, Ohio, has installed another No. 2 Burns peanut mill, which turns out butter at the rate of 400 pounds or more per hour.

Arbuckle Bros. opened their new sugar salesroom at No. 141 Wall street June 17.

Foley Bros. & Quinlan, St. Paul, Minn., have changed the title to Foley Bros. Grocery Company.

## PREMIUMS AND NOVELTIES

¶ Helpful suggestions for tea, coffee and grocery merchants as to where to buy and how to use premium specialties.

## COFFEE TRADE AND PREMIUMS

### Recent Federal Trade Commission Decision Does Not Prohibit the Legitimate Use of Sales Stimulators

SEVERAL months ago complaint was made to the Federal Trade Commission concerning the so-called "unequal value" premium proposition being featured by certain tea and coffee packers. Under this plan a coupon is placed in each package of coffee or tea which entitles the holder to one piece from an assortment of dishes. One person may draw an individual butter dish, whereas another may get a platter or one of the more valuable pieces. The method is condemned because it is in the nature of a lottery. Objection is also made to it because it is claimed that the packages containing the more valuable coupons are known and held back by the dealer.

It is understood that at the Chicago convention of the National Coffee Roasters' Association, held last November, delegates were asked to sign a paper agreeing to discontinue the practice. It was not entirely given up, however, and, as recently announced in these columns, twenty-three firms were accused by the Federal Trade Commission and they were requested to desist.

The announcement of this action was given wide publicity in both trade and daily papers, and the idea seems to prevail in some sections that tea and coffee packers and distributors are no longer permitted to give premiums. This is not the case.

There is nothing to prevent the legitimate giving

# Progressive-Buyers

We can increase your bulk coffee sales

**B. Fischer and Co.**  
IMPORTERS

Tea--Coffee--Spice--Rice

NEW YORK CITY

**JOHN C. SIEGFRIED & CO.**

FOUNDED—1894

IMPORTERS EXPORTERS

**SPICES TEA OILS**

All products of JAPAN, CHINA and JAVA

Shidzuoka, Japan  
Shanghai, ChinaSan Francisco, Cal.  
Chicago, Ill.**E. B. MÜLLER & CO.**

Importers, Growers and Manufacturers of

**CHICORY AND  
COFFEE SUBSTITUTES**

OF EVERY GRADE

211 FRANKLIN STREET, NEW YORK

**REEVE & VAN RIPER**

WAREHOUSEMEN

**COFFEE** Milling, Cleaning, Hulling,  
Separating and Picking**Packers of Teas** in all styles. Lead  
packages a specialty

Storage and Weighing

46-48-49 WATER ST., NEW YORK

**Direct Importers Java Teas  
EUGEN BOISSEVAIN & CO., INC.**

128 Water Street, New York

Coffee, Cocoa, Spices, Copra, Cocoanut Oil, Damar, Copal, Kapok

**PRODUCE & WARRANT COMPANY, Inc.**

(New York Agency)

78-80 Wall Street

New York

433 Gravier Street

New Orleans

***Export and Import Commission******Merchants*****COFFEES** ALL  
VARIETIES**COCOA, RICE, BEANS, SUGAR** and other  
North, Central and South American Products

Sole North American Agents for Companhia Leme Ferreira, S. A. Santos

Sole New Orleans Agents for Villas, Boas &amp; Co., Santos

HEAD OFFICE: ANTWERP, BELGIUM

Branches: Amsterdam, Holland. Rio de Janeiro, Santos, Bahia, Brazil. Genoa and  
Milano, Italy. London, Eng. San Salvador, C. A. Havana, Cuba. Kingston, Jamaica

And represented in all the principal markets of the world.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

of premiums when used in conformity with State laws, and the majority of premium coffee users continue to feature them. The trade is pleased that the unequal value offer has been stopped, because it is unfair and places premiums in disfavor with many consumers.

#### COFFEE SUCCESSES BUILT WITH PREMIUMS

The giving of premiums with coffee dates back many years. The coffee trade was one of the first to use premiums to stimulate sales. One of the earliest package coffees was "Ariosa," put up by Arbuckle Bros., and premiums have been an important factor in its sale. Housewives all over the country continue to save "Ariosa" labels as their mothers and grandmothers did. Arbuckle Bros. to-day, issue a large premium catalogue and maintain a flourishing premium department. They, in keeping with hundreds of other coffee packers, are not considering the abolishment of premiums. Many of the largest successes in the coffee trade are founded upon the judicious use of premiums.

It is estimated that wagon route coffee dealers distribute more than 50 per cent of the coffee consumed in the United States. A large percentage of the firms of this type handle premiums. The Jewel Tea Company, the largest house-to-

house coffee concern, makes a specialty of premiums.

Last October the wagon route dealers' association held a convention in Chicago. One large room was devoted to the display of premium merchandise, and it was the center of attraction at the meeting. This is just one indication that premiums are very much alive in the coffee trade.

#### WE MUST BE VICTORIOUS!

There can be no slacking. If the free, democratic, law-abiding nations like Great Britain, Belgium and France are destroyed, if Prussian militarism is permitted to dominate, then the Anglo-Saxon fight for free institutions and liberty, persisting from Runnymede to Yorktown, its fight against the absolute right of kings and barons, with its Magna Charta, its Bill of Rights, its Declaration of Independence, and the heroic fight of the French, of the Italians, of the Belgians, and of other free peoples for liberty will have been made in vain.—DAVID HORTON, Secretary of Agriculture.

#### DOES NOT WANT TO MISS A NUMBER

J. D. CONVERSE, 457 East Perry street, Tiffin, Ohio, writes: "I surely enjoy the Blue Book very much. Please be sure and send the June number, as my time was up in May."

## NORDHEIM & CO.

61 WILLIAM STREET

NEW YORK

IMPORTERS OF

TEA, RUBBER, COFFEE, TIN, COPRA

and other Dutch Indian Produce

Agents of von Nordheim & Co., Batavia, and Indische Handels Maatschappij (Indian Trading Company), Rotterdam and Soerabaia, Java.

Directors of tea, rubber, cocoanut and tobacco plantations in the Dutch East Indies.

## TOYS ARE GOOD PREMIUMS

WE OFFER CHOICE  
SELECTIONS IN

U. S. A. DOLLS

TRAINS

JITNEY CARS

STEERING

SLEDS

TEDDY BEARS

DOLL

CARRIAGES

Daylight

Moving Picture  
Machines



and many interesting suggestions to fit  
your sales promotion plan.

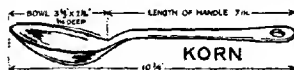
Ask for them.

**STEINFELD BROS.**

116 WEST 32nd STREET, NEW YORK  
OUR DESCRIPTIVE CIRCULARS FEATURING  
GOOD SUBSTANTIAL PREMIUM MERCHAN-  
DISE WILL BE MAILED ON REQUEST.

## Good Merchandising

Is selling QUICK at a PROFIT,  
DON'T ask price—ORDER.  
Half Dozen to a Gross.  
If not SATISFACTORY—return.



25c Item

If your Jobber cannot furnish—  
order direct.  
GOOD for PREMIUM or SPEC-  
IAL Sale.

*The*  
**BUCKEYE ALUMINUM CO.**

Manufacturers of "REAL SOLID"  
Aluminum Cooking Utensils.

**WOOSTER, OHIO**

## The Premium De Luxe

Hundreds of the livest Coffee Roasters and  
Wholesale Grocers have

REVOLUTIONIZED THEIR SALES

by using **Saxon Chinaware**—"the premium  
with no back-fire." We have new and up-to-date  
plans consistent with all rulings and statutes.

We can help you—will you  
let us?

Write Today.

THE  
**SAXON CHINA CO.**  
SEBRING, OHIO



## Bonita Art Company

WHEELING, W. VA.

"The House of New Ideas"

Anyone using the best and most  
appropriate premiums will find  
it to their advantage to corre-  
spond with us, giving some idea  
of their wants.

WE ARE MANUFACTURERS AND HEAD-  
QUARTERS FOR  
**GLASSWARE PREMIUMS**

## TEA AND COFFEE CURIOS WANTED

Old books, papers, advertisements,  
hand bills, etc. having to do with the  
**Early Days of the Tea and Coffee Trade**  
in America wanted for our permanent  
historical collection. Donors will be suit-  
ably memorialized. If not offered as a  
gift, state price and full particulars. Address  
The Library of The Tea & Coffee Trade  
Journal, 79 Wall Street, New York.

## JAPANESE

Chinaware—Dinnerware—Toys

Dry Goods—Novelties—Art Goods

General Oriental Merchandise  
FOR PREMIUM PURPOSES  
IMMEDIATE DELIVERY OR IMPORT

**TAKITO, OGAWA & CO.**

NEW YORK

CHICAGO

101 Fifth Avenue

325 W. Madison Street

—CATALOG UPON REQUEST—

# THE PRACTICAL RETAIL GROCER

A department devoted to the discussion of problems which vex retailers; telling how to arrange, display and sell goods; how to systematize; how to advertise, how to obtain the maximum efficiency in the grocery business.

## KEEPING THE TRADE AT HOME

The Value of Persistent Publicity in Holding Trade from the Mail-Order Houses\*

BY FRANK FARRINGTON  
Delhi, N. Y.

SINCE the mail-order houses get their business out of your territory by advertising, why isn't it logical that the best way to keep them from getting it is by advertising?

Look over the successful merchants of your acquaintance in your own or in other lines and you will find that they are all advertisers. The men who are getting the large share of the local trade are steady advertisers. The men who are holding their own, or better, in the face of mail-order competition are steady advertisers.

### WHAT ADVERTISING ACCOMPLISHES

Advertising reminds your public of your existence, and it keeps them from forgetting that you too have the goods offered by the mail-order houses. If you do not advertise, or if you advertise only occasionally and with no real determination to get results, people forget you are there, or they forget that you carry the lines the catalogues tempt them to buy.

If your advertising is to produce results it must be continuous. It must appear in every issue of the paper. It must keep hammering away at the people. Advertising is a good deal like driving a big nail. No one stroke of the hammer makes a very appreciable effect. You can scarcely see that one stroke drives the nail any, but steady hammering does drive it in, and steady hammering with advertising will get the business into your store, even though you see no results from any single advertisement. And just as the nail does not go in when you do not hammer, so you can be sure that you will not get the business if you do not advertise.

To go a little farther with this illustration, you

have no doubt noticed that when you strike weak or ineffective blows, or glancing blows, instead of putting the nail in you either bend it to one side or your efforts produce no results at all. The blows must be regular, and they must have some force behind them and they must land squarely on the head of the nail.

Just so, your advertising must be forceful. It must have some punch to it. It must strike a square blow. You cannot make up such advertisements in a minute. It takes time to write the kind of advertisements that will produce results. Make your advertisement writing a part of your work, and give it time enough to make it possible to do it well.

### HOW CATALOGUE HOUSES DO IT

The catalogue houses don't spend their good money to get carelessly written advertisements before the public. They know that it costs just as much to send out a poor advertisement as to send out a good one, and they make each one the best possible. If you do the same you will find your results far greater in proportion to your expenditure.

You can scarcely find fault with people for sending away for goods they see advertised by the mail-order houses if they have never seen those goods advertised at home. You have no reason to assume that people know all about what you have to sell unless you tell them frequently in your advertising. I have heard merchants, comparatively modern merchants, say, "Oh, it doesn't pay me to advertise! Everybody knows that my store is here and that we carry the regular lines that go with the business. I couldn't get any trade by advertising." You wouldn't believe a business man could say that in this day, would you? Well, I don't know as I would call such a man a business man, even if he is in business. People do not know anywhere near as much about your business as you think they do, and what little they know they will forget if you do not keep telling them frequently.

\*All rights reserved by Frank Farrington.



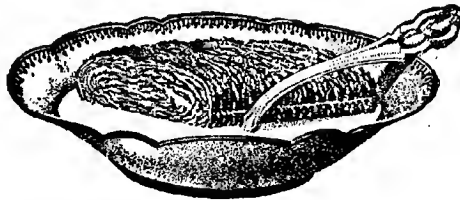
## Help to Win the War

You can't go to the trenches, or nurse the wounded on the blood-soaked fields of France, but you can do the things at home that are necessary to the winning of the war. The supreme problem of the war is the salvage of men—the saving of man-power.

The great food staples must be conserved. There must be no waste. We are sure of a good crop of wheat—but we must not waste it. When we eat wheat we must be sure it is the whole wheat. It is man's staff of life, the food to fight on and work on. We cannot supply the normal demand for

## Shredded Wheat Biscuit

but we are doing the best we can under the limitations placed upon our output.



Made only by

**The Shredded Wheat Company, Niagara Falls, N. Y.**

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



If there is such a thing as a store not affected seriously by the competition of the catalogue houses it is the store that advertises constantly and consistently. Trade follows the good advertiser, whether he is a local merchant or a mail-order man. If you find fault with people for responding to mail-order advertising you condemn them for being influenced by any advertising, including your own.

#### HOW CONSUMERS REGARD ADVERTISING

The average consumer does not go into the ethics of the advertising he reads. It interests him or it does not, because of its quality, not because of its source. He does not develop an interest in an advertisement just because it is yours and reject it just because it is that of a catalogue house. Advertising pulls by reason of its pulling power, not by reason of the source.

When your advertising comes in competition with the advertising of outside concerns see that you leave nothing to the imagination. Mail-order advertisers try to make their advertising fool-proof. That is, they seek to make every statement plain enough so that anybody, stupid or not, can tell what it means.

Many an advertisement that has occupied space enough and cost enough money has failed to produce just because the writer did not use enough care in preparing the story, so that it could not be misunderstood by any reader.

It is quite natural that the advertiser who knows his own stock so well will not realize how detailed must be his printed explanations about it in order to be perfectly understood by the reader. There is little danger of giving too much information about the goods we ask people to purchase. They want to know all about them before they give up their money. We cannot blame them for that, either.

If one advertisement cannot use enough space to tell all that ought to be told about a line of goods, tell the rest next time; but tell it, anyway. You never find a mail-order catalogue leaving anything important about an article to be guessed at by the reader.

*(To be continued)*

#### THRIFT STAMPS ARE NOT PREMIUMS

Retail grocers are not permitted to offer Thrift Stamps with sales of merchandise, according to a ruling of the War Savings Committee.

#### INSTRUCTIVE AND INTERESTING

JOHN W. HART, 808 Grandview street, Los Angeles, Cal., writes: "I find your paper very instructive as well as interesting, and enjoyed your illustrations contained therein during the past year very much."

#### FOOD CONSERVATION DIGEST



¶ Practical suggestions for dealer and consumer co-operation with the United States Food Administration.

#### THE FOUR-SQUARE PLAN

##### How a Massachusetts Grocer Changed His Merchandising Methods to Meet War-Time Conditions of Trade

GROCERS seeking to place their stores on a war basis will find the letter sent recently by Murdough Bros., Springfield, Mass., to their customers to be of considerable interest. The letter, which describes the "four-square" plan of merchandising, follows:

Business cannot be conducted as usual during war times, changes in methods and service must be effected.

In order to carry out as far as possible in our business the recommendation of the Food Administration and the National Council of Defense, we have decided to adopt the "Four-Square Plan."

For the benefit of those who are not familiar with the plan we will outline as follows:

1. One price for all commodities based on the cash and carry plan.
2. A charge of 10 cents for each delivery, regardless of size or amount.
3. A charge of 1 per cent for the credit privilege.
4. A charge for both credit and delivery where such service is rendered.

This plan will enable us to conduct our business on a smaller margin of profit and thus result in a direct saving to our patrons, and we guarantee to maintain the quality of the goods on which we have built our reputation for over twenty years.

The loyalty and good will of our patrons in the past has enabled us to develop our business to its present size and character, and the "Four-Square Plan" is adopted with the view of answering the demands of present unusual conditions. A large number of our regular customers and many new ones have expressed the desire to deal under this plan, and this fact has aided in completing the rearrangement of our business to the new system. \* \* \*

We believe that all our regular patrons and many new ones will be glad to adopt the "Four-Square Plan" of marketing when they come to understand it. To illustrate we quote a few of the comparative prices to show where savings are effected:

A—Paid for and carried home (old plan). B—Paid for and carried home (new plan). C—Delivered and charged (old plan). D—Delivered and charged (new plan).

THE SATURDAY EVENING POST

July 6, 1918

# ANNOUNCEMENT

*To the millions of housewives now using  
RYZON, The Perfect Baking Powder*

**R**YZON was first put on sale three years ago. Its price was fixed as low as was possible to produce and market "The Perfect Baking Powder." Since then, greatly advanced costs of material, labor, and transportation which have forced the prices of other staple foods upward (the nineteen listed below have increased to an average of 55%!) have of course also increased the cost of RYZON. So it becomes necessary to adopt one of two courses:

- (1) To advance prices covering advanced costs, which would bring the standard pound tin to 50c.
- (2) To sacrifice immediate profits by making a slight advance, the standard pound tin to 40c, believing that the good-will resulting from this policy will bring us greater business.

We have decided on course Number Two, making an advance of only five cents on the pound.

This decision for a slight advance is made in spite of the increasing demand for RYZON which is now

far in excess of the supply. A fine new RYZON plant, producing several times the present output, is under construction and will be ready in a few months.

We make this announcement, not only that users of RYZON may know our reasons for advancing prices but also for the protection of dealers whose percentages have not been altered! Your grocer is confronted with the same increased costs of doing business as everyone else, and requires a fair margin of profit for the necessary service he performs in his community. He is protected in this price change because we recognize that it would be unfair to pass the burden of price advances on to him.

RYZON is still packed in the full-weight, 16-ounce, honest pound package—without change in quality—with the price on the label. The price is now 40c, at which price we believe RYZON is still the most economical, as well as "The Perfect Baking Powder."

**GENERAL CHEMICAL CO.**  
FOOD DEPARTMENT  
NEW YORK

## *How Retail Prices On Staple Foods Have Advanced Since 1915*

The figures given below were secured from retailers. The retail prices are compared with the same months in 1915 and 1918.

Product	Percentage Increase
Dried Beef . . . . .	75
Corn (Canned) . . . . .	60
Sugar (Granulated) . . . . .	20½
Dried Lima Beans . . . . .	66½
Butter . . . . .	38
Milk . . . . .	18½
Tomatoes (Canned) . . . . .	130
Beans . . . . .	90
Sliced Bacon . . . . .	63
Olive Oil . . . . .	86½
Sirloin Steak . . . . .	80
Rice . . . . .	25
Macaroni . . . . .	33½
Oat Meal . . . . .	50
R.R. Meat . . . . .	47½
Package Crackers . . . . .	80
Prunes . . . . .	33½
Cherries . . . . .	33½
Baking Powder . . . . .	33½
RYZON, The Perfect Baking Powder (now) 15	



	A	B	C	D
One pound White House coffee...	38	35	38	35
Gold Dust .....	30	25	30	25
One pound best rib lamb chops...	50	45	50	45
Ten Welcome soap.....	70	60	70	60
One quart milk.....	14	11	14	11
Can Forest Park peaches.....	28	25	28	25
Total .....	\$2.30	\$2.01	\$2.30	\$2.01
Delivery .....				10
Charging .....				02
Total .....				\$2.13

### WHY WE MUST SAVE WHEAT

Every Retailer Should Spread the Gospel of  
Conservation Among His Customers and  
Thus Help Win the War

**T**HE call has come from England, France, Italy and Belgium that wheat must be forthcoming or they cannot assure us that the allied armies or the morale of the sacrificing, suffering millions behind the lines in those countries will be maintained.

On June 1 there remained but 56,000,000 bushels

of wheat in the United States. If we consume wheat at our normal rate of consumption, more than 40,000,000 bushels per month, we would lack at least 25,000,000 bushels for our needs during June and July, and not send one bushel abroad. To meet the very minimum needs of the allies we must ship 30,000,000 bushels for this two month period, leaving but 13,000,000 bushels per month—less than one-third of normal—for home consumption. The entire 30,000,000 bushels that the allies need must come from our savings before the next wheat harvest.

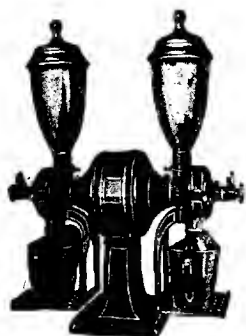
It is inconceivable that America should fail in this crisis. The various strata of our population cannot bear equally this reduction in consumption of wheat bread. Those engaged in physical labor need a larger bread ration than those in sedentary occupations. Furthermore, the special requirements of children and invalids must be safeguarded. To meet the needs abroad and prevent serious suffering at home, it is imperative that those whose circumstances permit shall abstain from wheat and wheat products until the next harvest.



A TEA AND COFFEE FIRM'S PATRIOTIC WINDOW DISPLAY

American flags, the Red Cross and the Liberty Bell were the salient features of a window display recently made by Boxmann's Tea and Coffee House, Moline, Ill. The cross was made up of red cayenne peppers, the white background of navy beans, and the circle of tea, with an outer ring of green coffee. Red Bell was made of roasted coffee in a background of California pink beans; the crack was represented by polished rice. The background of the whole window was of roasted coffee.

## KEEP DOWN REPAIR EXPENSE



No. E-9011  
COUNTER TYPE  
Height 38 In. Capacity 5 Lbs.

The automatic release exclusive with Universal Mills requires the minimum amount of care throughout the year and keeps down repair expense.

The Universal granulating indicator allows an even grading of coffee which may be called for by the particular customer.

UNIVERSAL COFFEE  ELECTRIC MILLS

*Landers, Frary & Clark,* NEW BRITAIN, CONN.

C. C. C.

## Roasting and Grinding for the Trade

TELEPHONE BEEKMAN 6738

and our representative will call for your orders. This is but the start of our "service" for you. And your instructions for roasting, grinding and packaging will receive the same prompt and careful attention.

Just phone us and be convinced.

**The Commonwealth Coffee Company, Inc.**

42 Cliff Street, New York

U. S. Food Administration License No. F. 20884

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

#### USES CLOCK IN POTATO DISPLAY

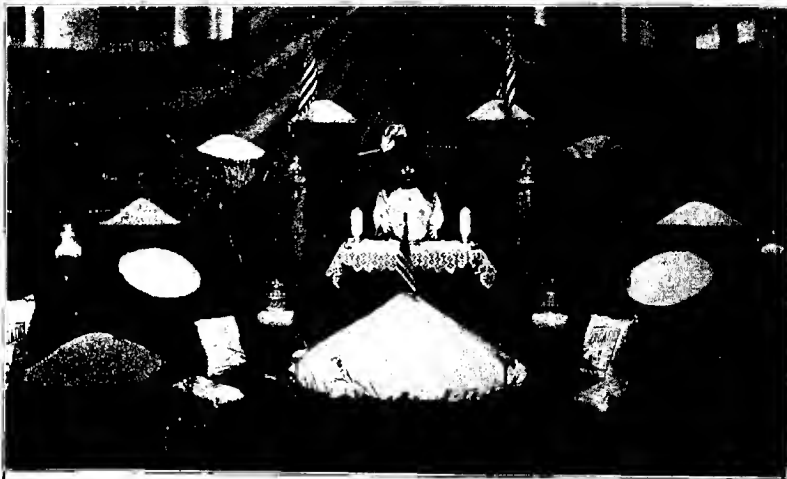
An Ohio grocer in displaying potatoes in his show window made effective use of a large clock. He put the clock in the center and surrounded it with well-cleaned, choice potatoes. Several placards were scattered around, showing the food value of potatoes, and how through their use wheat may be saved for the allies and our fighting forces abroad.

In explaining the psychological effect of the clock, he said: "We all need to know the hour many times a day; in fact, we often glance at a clock even when we don't really care what time

expect to use it extensively in all of my future window display work."

#### A FAIR-PRICE COMMITTEE IN OKLAHOMA

In the hope of keeping the price of food and feed at a reasonable cost throughout the State, the Food Administration of Oklahoma has appointed a fair-price committee for each county. The duty of this committee is to work in conjunction with the county food administrators in the publication of price lists of foods and feeds. Each county food administrator recommended for appointment four men, one of whom will represent



FOOD CONSERVATION WINDOW TO ENCOURAGE THE USE OF RICE

Here is a suggestion for a Food Conservation window display that is especially timely in view of the necessity for saving wheat and other staples. While rice is used throughout, considerable variety has been obtained. In a background of rice straw and pockets of rice there are the California-grown blue flint variety, the Louisiana fancy grain (long, full-head type), the Japanese-California rice, the natural brown grain, with a portion of the bran unmilled, and wild rice. The doll is supposed to be at breakfast eating boiled rice. Joe Laufeld, window decorator for The Emporium, San Francisco, arranged the display.

it is. Quite often when we see somebody else looking at a clock we are immediately filled with curiosity to know the time ourselves. Most of us invariably look at the clock in the city hall tower or in front of the jewelry shop whether we carry a watch or not. People who look at my clock one day are apt to do so every day if I make the effort to keep it set accurately. When they look in the window for the time, they cannot fail to see the admonition from the Food Administration to use potatoes for wheat. This experiment has worked out quite successfully for me, and I

the agricultural interests, one the laboring interests, one the retailers, the fourth to be a man of high standing in the community. A State committee has been appointed to advise with the county committees.

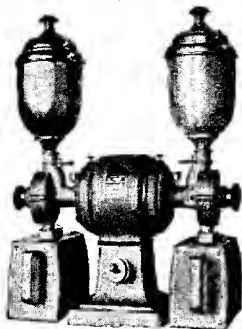
#### SELL HONEY TO CONSERVE SUGAR

The sweetening qualities of honey as a substitute for sugar in foods is discussed in Farmers' Bulletin 653, issued by the Department of Agriculture. The food value, flavor, wholesomeness and economical uses of honey are thoroughly discussed. The quantities to be used when honey

## ***The Coles Coffee Mill Habit***

The VERY BEST of every needed thing and the accumulated experience of over thirty strenuous working years are welded in the construction of every COLES mill.

Quality counts; use forces habit; and profitably practical coffee dealers everywhere (the men who *know*) use these mills on account of the COLES guarantee of efficient service. This covers *simplicity of construction, ease of operation, perfection in grinding and reasonableness of price.*



### ***No. 55 is a Very Popular Model***

It has a one-third horse-power motor; and the indicating regulator provides for six grades of coffee. It granulates two pounds per minute; and will pulverize one-half pound, flour fine. The tooth grinders are harder than steel; and its a self-cleaner, with dust-proof pans. The hoppers are of 4½ pounds capacity—enameled, if desired. It only takes up 12 x 26 inches of counter space; and it's 30 inches high. The shipping weight is 175 pounds.

*The Coles Habit is a Guarantee of Good Business  
Judgment and Satisfying Return for Your Money.*

**COLES MANUFACTURING COMPANY**

***Twenty-third and Turner Streets, PHILADELPHIA***

Rows and rows of Yuban packages are continually going on to the shelves of thousands of grocery stores.

At once off they go into the hands of hundreds of thousands of customers.

These quickly moving packages tell the story of the demand for Yuban.

You will find that Yuban repeats as no other coffee does.

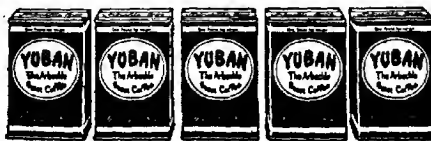
## **ARBUCKLE BROTHERS**

**Yuban Coffee Department**

**NEW YORK**

**PITTSBURG**

**CHICAGO**



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

is to take the place of sugar are practically the same, except that a cup of honey carries about one-fifth water, so that much less liquid should be used in mixtures.

This bulletin also has recipes for bran, brown bread, steamed brown bread, honey bread, honey and nut bran muffins, all of which are made without wheat flour. Recipes for a number of honey desserts and candies are given, as well as directions for using honey in preserving.

#### SUGGESTION FOR A PATRIOTIC WINDOW CARD

Here is a suggestion for a patriotic wheat conservation window card or store poster:

##### A BUSHEL MEANS A SOLDIER

Do you know that every bushel of wheat now saved means the support of a soldier on the battle line until the next harvest? As no soldier can live without food, every bushel of wheat is the actual equivalent of a fighting unit. The moral is clear. We must supply soldiers. But it is useless to supply the fighters themselves unless we can also supply the wherewithal upon which the soldier lives. The number of men we can put in the field is in direct relation to the number of men we can feed in the field. Will YOU support a soldier until the next harvest?

The high cost of eggs in England has led to the birth of quite a new big business in dried eggs and eggs in solution. One large firm selling dried eggs has undertaken an extensive advertising campaign to push these eggs upon the attention of retailers, who in their turn are being enabled by other advertising matter to attract their customers to the goods.

The dried eggs which they advertise are entirely soluble, and take up the water like a lump of sugar, and thus give the perfect creamy liquid of a beaten shell egg ready for instant use on mixing. Dried eggs are no longer to be regarded as war food; they have come to stay. This firm predicts that in the near future the properly dried eggs will have become one of the very largest used and most important of our foods.

#### PLACE ORDERS FOR CANNING SUPPLIES EARLY

There is likely to be a large surplus of perishable foodstuffs raised as a result of the war-garden propaganda. As this can be fully utilized only by preserving it for future use, by drying, preserving or canning, this brings up the question of needed equipment and containers.

Last year there was little advanced preparation by manufacturers and retailers. While this, to a certain extent, has been taken care of this year, at the same time the transportation facilities of the country are being taxed to their capacity. Un-

less jobbers and retailers and householders work together, many will be disappointed. Retailers are urged to order whatever canning supplies they will need sufficiently in advance of the actual canning season to assure delivery.

#### RATS COSTLY EATERS

Experts have estimated that one rat will consume 40 to 50 pounds of food in a year. It has also been figured that it requires the continuous work of about 150,000 men, with farms, agricultural implements and other equipments, to supply the foodstuffs destroyed annually by rats in the United States. In addition, rats destroy other property, mainly of agricultural origin, the production of which requires the work of about 50,000 men. This gives a total of 200,000 men whose economic output is devoted solely to feeding and otherwise providing for rats.

#### TUNA CROP AID FOOD CONSERVATION

Half a million dollars is to be expended in the construction of a large tuna cannery on the island of Maui, in the Hawaiian group, states the "Canine." The waters around the islands swarm with fish of every description, among which the tuna is predominant and attains an enormous size.

The operation of this plant will be a valuable addition to the food supply of the United States, and may lead to the establishment of an important fishing industry in the island territory.

#### POTATO CAMPAIGN IN NEBRASKA

The Wholesale Brokers' Association of Omaha, an organization without financial interest in potatoes, has as a patriotic measure inaugurated an advertising campaign in order to stimulate the sale of potatoes.

This campaign includes advertisements in the daily papers. A moving-picture slide has been mailed to each moving-picture theater in the State of Nebraska, and clerks have been instructed to push the sale of potatoes at every opportunity.

#### MAKING POTATO FLOUR IN MICHIGAN

Potato flour is now being successfully manufactured in Michigan by a plant at Traverse City. Fifteen hundred bushels of potatoes are being used daily, and it is hoped to double the output.

One of the leading wholesale grocers in Chicago has already bought a number of carloads. The Food Administration in Michigan expresses its pleasure at the enterprise of the concern, not only from an industrial viewpoint but in the prospect of opening a home market for thousands of bushels of Michigan potatoes.

Now of all times—

## *Domino* Package Sugars

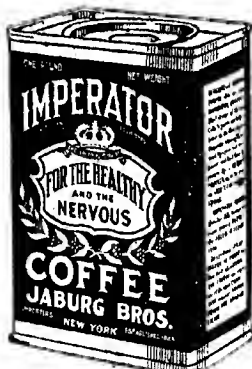
In these times it is a duty to eliminate all waste. Domino Package Sugars avoid waste in this most important food.

These sturdy cartons and cotton bags, weighed, wrapped and sealed by machine in the refinery, save the time of scooping, weighing and wrapping—save spilled sugar—save the cost of paper bags and twine.

**American Sugar Refining Company**

*"Sweeten it with Domino"*

Granulated, Tablet, Powdered, Confectioners, Brown



### EMPERATOR COFFEE

A blend of some of the finest coffees grown. It "rules" in the realm of coffeedom, thus deserving its name.

Make your store headquarters for "Emperor" coffee in your town. We are looking for the most representative retail concern in each city or town of the United States to take the exclusive agency for this sales building coffee. Write for particulars.

**JABURG BROS., - New York**  
IMPORTERS

### NEW ORLEANS

The Logical Coffee Port  
Home of

## Alameda Coffee

Sold only in 1 and 3-lb. Tins  
Under Our Trade-Mark

CAREFULLY SELECTED for  
PARTICULAR TRADE

Mr. GROCER, put YOUR TRADE  
WISE

**MERCHANTS' COFFEE CO.**

**OF NEW ORLEANS, Ltd.**

NEW ORLEANS

B. C. CASANAS, Pres.



## TEA NOTES FOR RETAILERS

### Some Valuable Hints on Blending and Distributing as Suggested by a Canadian Importer

By H. L. MACLEAN  
Vancouver, B. C.

#### No. 2—BLENDS

SOME consumers like flavory Ceylons, others straight Assams. A few are partial to a dash of Darjeelings in their tea. If the output of your store is sufficient to warrant carrying in stock a chest of several high-grade teas to meet this demand it is good policy to do so. However, it is best for the average dealer to place his confidence in some tea man who will give the best value possible in three grades of Indo-Ceylon blends.

For several reasons, blends are preferable to any straight teas. The trade stays with them the longest. Consumers tire of straight teas and demand a change. Think over all the big successes in the tea trade during the past twenty years, and you will find, with no exception, they have been blends of Ceylons and Indians.

In normal times Ceylons and Indians, grade for grade, cost about the same. Consequently, if the big English and Canadian tea firms believed that Ceylons straight or Indians straight would capture the market and hold it, they undoubtedly would feature one or the other. As a matter of fact they feature blends of these teas.

Think this over—Ceylons for flavor, Assams and Doonars for body, grip and thickness. The two together in right proportions are better than either alone.

#### DELIVERYMEN AS TRADE GETTERS

I am using a method of getting business that may prove of interest to fellow grocers. When I hire a delivery man I tell him that he will be worth so many dollars a week as a deliveryman, but he can earn more if he will sell goods and keep his eyes open for new customers while delivering orders for me.

My plan is this: Every morning I make out a list of six to a dozen articles, making a special price on each. These specials are for the deliveryman only and can be had only through him. He tries to sell them to the customers when he delivers other orders. I pay him a commission for every order he brings in made up of these specials, and \$1 for every new customer he gets for the store. As he rides over town delivering orders he has an opportunity to see every new family moving into town, and he can run in and solicit their business for our store, suggest the

specials he has for that day and state that he will be glad to stop every day and get their order.

This method has won a great amount of business for us and also enabled me to pay the deliveryman good money. It also keeps him "on the bit" to get all the business he can.

## SYSTEM AND SALESMANSHIP

¶ Helpful suggestions on organization, advertising and sales factors, for Executives, Store Managers and Clerks

## THE LAW OF OBEDIENCE

### The Man Who Has Not Learned to Obey Has Trouble Ahead of Him Every Step of the Way

By ELBERT HUBBARD

THE first item in the common-sense creed is Obedience.

Do your work with a whole heart! Revolt is sometimes necessary, but the man who mixes revolt and obedience is doomed to disappoint himself and everybody with whom he has dealings. To flavor work with protest is to fail absolutely. When you revolt, why, revolt—climb, get out, hike, defy—tell everybody and everything to go to limbo! That disposes of the case. You thus separate yourself entirely from those you have served—no one misunderstands you—you have declared yourself. But to pretend to obey, and yet carry in your heart the spirit of revolt, is to do half-hearted and slipshod work.

If revolt and obedience are equal, your engine will stop on the center and you benefit nobody, not even yourself. The Spirit of Obedience is the controlling impulse of the receptive mind and the hospitable heart. There are boats that mind the helm and boats that don't. Those that don't, get holes knocked into them sooner or later. To keep off the rocks obey the rudder.

Obedience is not slavishly to obey this man nor that, but it is that cheerful mental condition which responds to the necessity of the case, and does the thing. Obedience to the institution—loyalty! The man who has not learned to obey has trouble ahead of him every step of the way—the world has it in for him because he has it in for the world.

The man who does not know how to receive orders is not fit to issue them. But he who knows how to execute orders is preparing the way to give them, and better still—to have them obeyed.

Mr. George Washington, in behalf of the

## *G. Washington's* COFFEE REFINING COMPANY

### ANNOUNCES

That the United States Government has requisitioned its entire output of G. Washington's Coffee for use of the American Army abroad.

Every possible effort is being, and will continue to be made, to increase the manufacturing facilities of the Company so as to meet all demands, civil and military.

EVERYBODY Likes SUMORE



EVERYBODY Wants SUMORE

**Sunshine**  
Biscuits

include every  
known variety  
of Biscuits



## You Pay More Now to Wrap Loose Sugar

Your time, your clerk's time—even the boy's time—is too valuable now to devote to wrapping sugar.

Franklin Sugars in convenient cartons and cotton bags, eliminate all scooping, weighing and wrapping. They save you spilled sugar, overweight, paper bags and twine.

**The Franklin Sugar Refining Company**  
PHILADELPHIA

"A Franklin Cane Sugar for every use"  
Granulated, Dainty Lumps, Powdered, Confectioners, Brown



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## GINGER SALES TALKS

### Wholesome Advice and Practical Suggestions for Grocery Salesmen from "One Who Knows"

By WESLEY WILLIAMS

THESE are trying times both to the merchant and his clerks. Business is going on as usual; in fact, there is a lot more business than usual. Help is scarcer. The business man, with higher costs, a greater demand for goods and, as a rule, with a diminished sales force, has troubles of his own. Here is where the clerk who is left behind can prove his loyalty by greater energy and a willingness to increase his capacity for work. Let us forget selfishness and remember that we "do our bit" by doing more and better work than is usually expected of us.

"Four of my very efficient men have gone to the training camps," said a retailer recently, "and I am unable to secure trained persons to take their places, but the boys that are left behind are doing all that is humanly possible to keep things moving smoothly until I can get more help." That is the spirit—more work and better work. This is one way to help "win the war."

We are hearing a lot to-day about extra taxes and wondering—at least some of us—how we will bear the burdens; but, says a writer, "The greatest taxation we are subject to is that of Idleness, Folly and Pride." Greater activity in our business, thrift in our expenditures and the elimination of false pride are the antidotes.

We all get blue at times and wonder whether we are "fit" or "unfit." This is a good time to sit down quietly and think things over.

In other words, take stock of our assets and liabilities. Are we energetic enough? Are we adding to our natural qualifications or are we just standing still? Is our job just one of the treadmill, or are we using the job we have as a training school or stepping stone to the one higher up? Yes, it pays to think. When the fight begins within yourself, you are commencing to be worth while.

If you feel that you are not making progress, find

out after you have taken stock of yourself where the fault lies. Have a heart-to-heart talk with your "boss" and invite his criticism. When you know your faults do your best to correct them. The barriers of life are put there to be surmounted. This takes courage. When you lose your courage you are in bad shape.

Lack of enthusiasm and intelligence keeps many of us down. We cannot succeed without both. Get chock full of enthusiasm about your work. Study your business. Be a more intelligent force. Enthusiastic heart service is what counts.

Someone has truly said, "It is the roughness of the grindstone that sharpens the ax"—so it is the troubles in one's life that gives one a sharp edge.

If you are one of the great army of clerks engaged in selling food products, you have now a great opportunity to be a real salesman. For, be it known, Mr. Hoover, the man who is directing the food conservation of the nation, is asking people to cut down their use of meat and wheat and use substitutes that will enable us to send the meat and wheat to our allies "over there."

When you work for a man you are under a moral responsibility to give the man or concern the best that is in you. Your working hours belong to the firm that employs you. Into those working hours you should put thought and energy. Promptness in commencing work is essential. The fellow who is tardy seldom gets very far ahead. Then no time should be wasted; working hours are too precious to waste. The man who is in love with his work finds the hours pass all too swiftly. The hearty, whole-souled worker never has to watch the clock. Busy days are short days.

After the store is closed for the day your time is your own. Spend it wisely. It should be spent so as to be restful and not in idling around, so that the next morning finds you unfit to take up your work. The man who spends his nights in dissipation soon will be on the down track and looking for another job.

If the Kaiser wins no man can call his soul his own. "What shall a man give in exchange for his soul?"



## Empire Hardware Company

Grocers'  
Butchers'

**STORE FURNISHINGS**

Bakers'  
Restaurants

SCALES, CANISTERS, SHOW CASES, REFRIGERATORS, Etc.

ELECTRIC COFFEE MILLS

85 Warren St.

Between Greenwich Street  
and West Broadway

New York City

Write for complete Catalogue



**The Best Asset of a  
Grocery Business is  
Satisfied Customers**

## Baker's Cocoa and Chocolate



REG. U. S.  
PAT. OFF.

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

**ALWAYS SATISFACTORY**

**Walter Baker & Co. Ltd.**  
Established 1780      Dorchester, Mass.

## -this "Food Economy" Book will bring you NEW customers

This  
store  
is  
distributing  
a book on  
**Food Economy**



—and it will help to make better customers out of your old ones.

Notify those who deal with you, and the ones whose trade you are trying to get, that you can supply them with a free copy of Mrs. Knox's new book on "Food Economy," which contains 138 timely food conservation recipes. They will appreciate it—and it will help you to sell more goods on which you make good profits.

You can get the supply you need, without cost to you, together with a window poster announcing that you are distributing the book free, by writing to us now, before the edition is exhausted.

CHARLES B. KNOX GELATINE COMPANY, INC.,  
JOHNSTOWN, N. Y.

# KNOX

**SPARKLING  
GELATINE**

## KAFFEE HAG

**NOT a substitute**  
but real coffee with  
95% of the caffeine  
removed.

Prepared at New Brunswick, N. J.  
Sold by grocers everywhere.

**KAFFEE HAG CORPORATION**  
225 5th Ave.,      New York



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

### HOW TO SAY "GOOD MORNING"

I have often written about the cheery salutation one should give to a customer. Here is a little thing I clipped recently and pass on with the hope that it will be remembered. It is full of good common sense:

In grunting "Good morning" we give you fair warning.

You're passing good fellowship by.

In growling "Good morning," all cheerfulness scorning,

You're due for a growl in reply.

In chirping "Good morning" the day you're adorning

And make an excellent start.

So honor each meeting with a pleasant greeting,  
And say it right out from the heart.

And then when the sale has been completed do not forget to say "Thank you." W. W.

### EMPLOYEES' SALE

Advertise that the employees of the store will receive a dividend on all the goods they sell on a certain day. It is an appeal to the friends and acquaintances of every employee to come in and do something for him. The employees themselves may make purchases on the same basis. This will encourage the salespeople to talk with people they know, making them all interested in boosting the event for all they are worth. Some plan ought to be devised for enabling those not of the selling force to share in the sale. This might simply be an agreement to pay a flat sum as a bonus, or to give them extra pay for the day on the basis of the extra business done. You might divide the increase in sales by the number of employees and give each a percent of the resultant sum in addition to his regular pay.

### KAISER OR—CHRIST

Napoleon said "God is on the side of the bravest battalions." That is the Kaiser's pagan religion to-day. But Jesus said, "Whoever ye would that men should do unto you do ye even so to them." That is the creed of Christian civiliza-

tion. And you cannot find any middle ground to stand on between these two ideals.

You have to subscribe to the one or the other. You have to believe either in the omnipotence of force, the dominance of selfish greed or in the prevailing power of kindness, mercy and the square deal.

As the world stands to-day you have to serve either the House of Hohenzollern or the Prince of Peace. And whichever side you choose you have to work for, fight for, give for. Else, you lose! For these two are at death grips to-day.—  
"The Optimist."

### Want Advertisements

Subscribers are entitled to one free insertion in this department during the year.

Classified want advertisements under regular heading \$2 for twenty-five words or less. Additional words four cent, each. Payable cash with order.

### Help Wanted

WANTED—Foreman in packing department. Must have experience in packing tea, coffee and spices. Experience, initiative and good reference necessary. Apply by letter only. Mr. Kingdon, 50 Barclay street, New York City.

### Miscellaneous

FOR SALE—Burns separator. Perfect condition guaranteed. Large number of screens, also elevator and bins included. No reasonable offer refused. Address Old Dutch Mills, 65 Front street, New York City.

**Do You Want Help?** State your needs in the Classified Ad Department of THE TEA & COFFEE TRADE JOURNAL. Two Dollars is all it costs.

**Do You Want a Job?** Try the Want Columns of THE TEA & COFFEE TRADE JOURNAL. \$2.00 for twenty-five words or less.

**Do You Want to Sell Out?** Advertise in the Classified Ad Department of "The Blue Book of the Trade."

**Have You a Factory or Store Equipment to Sell?**

**Do You Want to Buy a Business?**

**Are You Looking for New Capital?**

**Are You Seeking a Business Opportunity?**

No matter what you want, THE TEA & COFFEE TRADE JOURNAL can help you. Give it a trial.

Subscribers are entitled to one free insertion in the Classified Ad Columns during the year.

THE TEA & COFFEE TRADE JOURNAL  
"The Blue Book of the Trade."  
79 Wall Street New York

**SAUER'S**  
**FLAVORING EXTRACTS**

Largest Selling Brand IN THE U. S.

Awarded  
Highest and Only Grand Prix at the  
Panama-Pacific Exposition, also  
15 other highest awards for  
Purity, Strength and Fine Flavor  
Prices 10c., 25c., 35c., 50c., \$1.00  
C. F. SAUER CO., Richmond, Va.

### Can you afford to pass by

an article which is endorsed by one of the largest Tea men in the country as follows:

During\* 25 years we have never come in contact with any article that has given such universal satisfaction nor proved such a repeater as

### Dwight's Lemon Pie Filling

Sales restricted to the Tea trade.

**WOLVERINE SPICE COMPANY**

GRAND RAPIDS, MICH.

A post-card will procure you a sample.

The Quality  
IN  
granulated, cubes, confectioners  
and soft sugars.  
The sugar which makes  
satisfied customers

**Warner's**  
**PURE CANE**  
**SUGAR**

**WARNER SUGAR REFINING CO.**  
Office: 79 Wall St., N. Y. C. Refinery: Edgewater, N. J.

**Warner's**

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

## PRICES CURRENT

Wholesale and Retail

As of July 1, 1918

## Prices to Wholesalers

Brazil Grades.	Line or Grade Price.	Cup Selected Price.
Santos 7.....	10 1/4	10 1/4
" 6.....	10 1/4	10 1/4
" 5.....	11 1/4	11 1/4
" 4.....	11 1/4	11 1/4
" 3.....	11 1/4	11 1/4
" 2.....	11 1/4	11 1/4
Rio 7.....	8 1/4	
" 6.....	9 1/4	
" 5.....	9 1/4	
" 4.....	10	(No Rio Cup Selections)
" 3.....	10 1/4	
" 2.....	10 1/4	

## GREEN COFFEE, MILD GRADES—LINE OR GRADE PRICES—

(250 Bags or Over)

	Central America—
Maracaibo—	
Truxillo.....	10 1/4 @ 11
Bocano.....	10 1/4 @ 11 1/4
Tovar.....	10 1/4 @ 11 1/4
Merida.....	12 @ 13
do washed.....	12 1/4 @ 14
Cucuta—	
Ordinary.....	10 1/4 @ 11
Fair to good.....	11 1/4 @ 12 1/4
Prime to choice.....	12 1/4 @ 13 1/4
do washed.....	12 1/4 @ 13
La Guaya—	
Caracas.....	10 1/4 @ 10 1/4
do washed.....	11 1/4 @ 13
Porto Cabello.....	10 @ 10 1/4
do washed.....	11 @ 12
Colombian—	
Ocana.....	10 1/4 @ 11
Bucaramanga.....	11 @ 13 1/4
do washed.....	12 @ 14 1/4
† Tolima.....	12 @ 14
† Bogota.....	10 @ 15 1/4
† Medellin.....	11 @ 17
† Manizales.....	10 @ 15 1/4
Cauca.....	@
Mexican—	
† Cordoba.....	9 1/4 @ 9 1/4
do washed.....	12 1/4 @ 13 1/4
† Coatepec.....	12 1/4 @ 14
do washed.....	12 @ 14
† Oaxaca.....	10 @ 10 1/4
do washed.....	13 @ 15
† Nominal because of small arrivals.	
† Common to fancy.	

## TEAS.

CHINA AND JAPAN—LINE PRICES

(75 or More Packages of One Number)

	Formosa—Cont.
Foochow—	
Common.....	26 @
Fair.....	26 1/4 @
Good.....	26 @
Superior.....	26 1/4 @
Fine.....	27 @
Formosa—	
Fair.....	29 1/4 @
Good.....	30 @ 30 1/4
Superior.....	30 1/4 @ 31
Fine.....	35 @ 36
Finest.....	40 @ 45
Choice.....	55 @ 60
† Finest.....	70 @ 75
Gunpowder—	
Extra.....	48 @ 49
Firsts.....	45 @ 46
Seconds.....	@
Imperial—	
Firsts.....	45 @ 48
Seconds.....	43 @ 44
Thirds.....	@
Young Hyson—	
Extra.....	50 @ 55

## Young Hyson—Cont.

Firsts.....	44 @ 45
Seconds.....	35 @ 36
Thirds.....	33 @ 34
Hyson—	
Seconds.....	30 @
Thirds.....	@
Gunpowder—	
Pinheads.....	46 @ 47
Extra Firsts.....	43 @ 44
Firsts.....	41 @ 42
Seconds.....	38 @ 39
Thirds.....	30 @ 31

## FUNGUS

Gunpowder—	
Pinheads.....	46 @ 47
Extra Firsts.....	43 @ 44
Firsts.....	41 @ 42
Seconds.....	38 @ 39
Thirds.....	30 @ 31
India and Ceylon—	
Pekoe Souchong.....	30 @ 31
Pekoe.....	32 @ 35
Orange Pekoe.....	35 @ 50
Ceylon—	
Pekoe Souchong.....	32 @ 33
Pekoe.....	34 @ 40
Orange Pekoe.....	36 @ 45
B. O. Pekoe.....	30 @ 45

## Imperial—

Firsts.....	39 @ 40
Seconds.....	35 @ 36
Thirds.....	31 @ 32
Japan—	
Basket fired.....	28 @ 40
Pan fired.....	25 @ 40
Congou—	
Common.....	25 @ 28
Good.....	27 @ 28
Superior.....	30 @ 31
Fine to finest.....	35 @ 40
Choice to choicest.....	50 @ 75

## INDIA AND CEYLON—LINE PRICES.

Darjeeling—	
Fancy Orange.....	40 @ 1.00
Java—	
Pekoe Souchong.....	25 @ 26
Pekoe.....	27 @ 29
Orange Pekoe.....	31 @ 35

## SPICES—FIRST-HAND PRICES.

Black Peppers—	
Singapore.....	27 1/4 @ 28
Acheen A.....	@
Acheen B.....	@
Acheen C.....	@
Lampung.....	28 @ 29
White Peppers—	
Singapore.....	33 1/4 @ 34
Penang.....	@
Muntok.....	33 1/4 @ 34
Heavy—	
Alepny.....	29 1/4 @ 30
Tellicherry.....	30 @ 31
Cloves—	
Zanzibar.....	47 @ 47 1/4
Amboyna.....	58 @ 59
Penang.....	40 @ 40
Pimento.....	7 @ 7 1/4
Red Peppers—	
Mombassa.....	30 @ 31
Japan.....	10 @ 10 1/4
Cassia—	
Saigon, rolls.....	54 @ 56
China, rolls.....	21 @ 22
do seal, bk.....	17 @ 18
Kwangsai.....	26 1/4 @ 27
Batavia, Ext.....	35 @ 36
do short stick.....	27 1/4 @
Cinnamon—	
Ceylon.....	28 @ 30
Gluser—	
Japan.....	12 1/4 @ 13
Cochin—ABC.....	18 1/4 @ 17
do D.....	16 @ 16 1/4
Lemon.....	17 @ 20
African.....	14 @ 14 1/4
Jamaica, g's.....	17 1/4 @ 20
Nutmegs—	
75s to 80s.....	38 @ 37
105s to 110s.....	33 @ 34
Mace.....	46 @ 55

## CHICORY—FIRST-HAND PRICES.

Domestic, granulated, coarse or medium, in bags.....	@
Best English, in barrels.....	@
Domestic yellow roll.....	@
Cocoa—FIRST-HAND PRICES.	
Accra.....	10 1/4 @ 11 1/4
African.....	13 1/4 @ 14
Bahia.....	12 @ 12 1/4
Caracas.....	12 @ 13
Guayaquil—	
Arriba.....	12 1/4 @ 13
Machala.....	12 @ 12 1/4
Caracas.....	12 @ 12 1/4
Cuban.....	12 @ 12 1/4
Dominica.....	12 @ 12 1/4
Grenada.....	12 @ 12 1/4
Hayti.....	10 1/4 @ 10 1/4
Jamaica.....	10 1/4 @ 12
Maracaibo.....	22 @ 24
Para.....	11 1/4 @ 12
Sanchez.....	11 1/4 @ 11 1/4
St. Vincent.....	@
Savanna.....	@
Surinam.....	12 @ 12 1/4
Trinidad.....	12 @ 12 1/4

## Prices to Retailers

COFFEE

(BAG LOTS—130 POUNDS.)

Kind of Coffee.	Green	Roasted.
	From To	From To
Santos.....	11 1/4 14 1/4	13 1/4 14 1/4
" Peaberry.....	11 1/4 14	15 1/4 17 1/4
Rio.....	8 1/4 12 1/4	12 15 1/4
Maracaibo.....	12 18	22 18 1/4
Caracas.....	13 17	16 1/4 21
Bucaramanga.....	13 1/4 18	16 1/4 22
Bogotas.....	14 1/4 19	17 1/4 23 1/4
Mexican.....	12 1/4 19	18 23 1/4
Costa Rica.....	13 1/4 17	16 1/4 21
Guatemala.....	12 1/4 17 1/4	16 21 1/4
Jamaica.....	12 13 1/4	15 16 1/4
Padang.....	27 33	41 43
† Mocha.....	35 34	41 42
† Abyssinian.....	35 33	34 1/4 40
Java.....	26 33	31 1/4 40
Porto Rico.....	14 18 1/4	17 23 1/4

## TEAS.

(SINGLE PACKAGE LOTS.)

	From	To
Formosa.....	30	45
Foochow.....	28	41
Congou.....	28	40
Japan P. F.....	27	45
B. F.....	25	43
India.....	40	50
Ceylon.....	45	55
Gunpowder.....	35	40
Young Hyson.....	30	43



The old way



The new way

## A man should not do the work a machine will do for him

A merchant, with all his troubles, should never do the work that a machine does better and quicker.

Our newest model National Cash Register makes the records which a merchant needs to control his business. It does fifteen necessary things in three seconds.

Without the register a man cannot do these things in half an hour.

With the register, even a new clerk can do them just by pressing the keys.

Our new electric machines are as much better than old machines as an up-to-date harvester is ahead of a sickle for cutting grain.

The latest model National Cash Register is a great help to merchants and clerks.

It pays for itself out of what it saves.

### Merchants need National Cash Registers now more than ever before

..... FILL OUT THE COUPON AND MAIL TODAY .....

Dept. 11804, The National Cash Register Company, Dayton, Ohio.

Please give me full particulars about the up-to-date N. C. R. System for my kind of business.

Name .....

Business .....

Address .....

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



## TRICOLATOR "THE" COFFEE MAKER

The Aluminum Bowl  
Makes Perfect Coffee  
Thru Paper Filters  
\$1.75

Included with the  
2qt. FIRE KING  
(Almost Unbreakable)  
CHINA Urn \$3.00

A Gallon size \$7.50  
with Fire King urn  
and 100 filters



Send for circular and prices on Urn  
TRICOLORATORS and Filter Paper.

**THE TRICOLORATOR CO.**  
CHICAGO

## Tea Hints for Retailers

By JOHN H. BLAKE

275 Pages; 24 Illustrations; Cloth Bound

A book of practical and accurate information that will satisfactorily solve the various **TEA PROBLEMS** which every grocer, in his capacity as buyer and seller is called upon to face and which are often difficult of solution without outside help. Every retail grocer should have this book and become versed in the knowledge of one of the most important items in his stock—one of the few articles on which he may make a really good profit.

Sent postpaid on receipt of \$1.50 by  
**The Tea and Coffee Trade Journal**  
SOLE AGENTS  
79 WALL STREET  
NEW YORK

## WARNER'S MACARONI

A High Grade All Durum Semolina Product that can be profitably Retailed at 10c. Per Package.

**WARNER MACARONI COMPANY, Inc.**

Sales Office: SYRACUSE, N. Y.

## S.A. SCHONBRUNN & CO.

83 Front Street, New York

**Importers and Roasters of Coffee**

DISTRIBUTORS OF COFFEE OF QUALITY

Samples and prices that will bear competition, furnished on request.

## Protect Your Trade Marks and Your Trade Marks will Protect You.

For all information and services relating to Trade Marks, Write

**TRADE MARK TITLE CO.**  
Ft. Wayne, Ind.

### Your Prospective Customers

are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 6000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dealers, Zinc Mines, etc. *This valuable Reference Book free.* Write for it.

### Strengthen Your Advertising Literature.

Our Analytical Advertising Counsel and Sales Promotion Service will improve both your plan and copy, thus insuring maximum profits. Submit your literature for preliminary analysis and quotation—no obligation.

**Ross-Gould**  
Mailing  
Lists St. Louis

## Save and Be Saved



Lend your small savings  
to the Government



Buy Thrift and War Savings Stamps

**Help Win the War**



## Need Men ?

***Let's look in these 400 Branches FIRST!***

Before you make a move to hire men see what men the Government can find for you.

On the map are spotted the 400 offices that the Government has established for this one purpose of helping manufacturers find men.

They blanket the country. And in addition there are 20,000 U. S. Public Service Reserve agents who reach down into every little hamlet where there is labor to be had.

U. S. Employment Service makes no charge for its service. It is supplying the labor for the shipyards. It is supplying a daily growing number of manufacturers working on war orders. It is the one way to reduce the labor turnover and increase production. Use it when YOU need men.

Apply at one of these offices or consult one of the U. S. Public Service Reserve agents.

  
**United States**  
**Employment Service**  
 U.S. Dept of Labor  
 W.B. Wilson Secy.

*Contributed through  
Division of Advertising*



*U. S. Gov't Committee  
on Public Information*

*This space contributed for the Winning of the War by*  
**THE TEA AND COFFEE TRADE JOURNAL COMPANY**

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## INDEX TO ADVERTISERS

	PAGE		PAGE
Ambrosia Chocolate Co.....	16	Laurel Mfg. Co.....	14
American Can Co.....	63	Levy's Sons, M.....	11
American Sugar Refining Co.....	85	Limoges China Co., The.....	60
Arbuckle Bros.....	83	Livierato-Kidde Co.....	inside front cover
Archibald & Lewis Co.....	60	Loose-Wiles Biscuit Co.....	87
Arkell Safety Bag Co.....	14		
Aron, J., & Co., Inc.....	13	Manhattan Baking Powder Co.....	62
		Merchants Coffee Co. of New Orleans, La.....	85
Baker, Walter, & Co., Ltd.....	89	Mitsui & Co., Ltd.....	12
Barrett, M. L., & Co.....	17	Müller, E. B., & Co.....	73
Boisnevain, Eugen.....	73		
Bonita Art Co.....	75	National Cash Register Co.....	93
Buckeye Aluminum Co.....	75	National Packaging Machinery Co.....	outside back cover
Burns, Jabez, & Sons.....	6, 7	National Paper Can Co.....	65
Bush & Co., W. J.....	17	National Urn Bag Co.....	15
		Nordheim & Co.....	74
Canister Company of N. J.....	81		
Chiris, Antoine, Co.....	17	Old Dutch Mills.....	inside front cover
Cogollo & Co.....	2		
Coles Manufacturing Co.....	83	Peck & Co., Ltd., Francis.....	71
Commonwealth Coffee Co.....	81	Pneumatic Scale Corporation, Ltd.....	10
Continental Paper Bag Co.....	inside back cover	Produce & Warrant Co.....	73
		Provident Chemical Works.....	64
Dannemiller Coffee Co.....	68		
De Cordova, Charles.....	70	Reeve & Van Riper.....	73
Deer, The A. J., Co.....	18	Ritchie & Co., W. C.....	65
Diamond State Fibre Co.....	67	Ross-Gould.....	94
Dittmann, Charles, Co.....	14	Rowley, Davies & Co.....	71
Dwinell-Wright Co.....	outside back cover	Royal & Co., Thomas M.....	1
		Russell & Co.....	17
Empire Hardware Co.....	88		
Eppens, Smith Co.....	1	Saklat & Co., A. H.....	14
		Sauer, C. F., Co., The.....	90
Fischer & Co., B.....	72	Saxon China Co.....	75
Foreign & Home Products Corp.....	2	Schonbrunn, S. A., & Co.....	94
Franch Sons, Henry, Inc.....	17	Sealright Co., Inc.....	15
Franklin Sugar Refining Co.....	87	Shredded Wheat Co.....	77
		Siegfried & Co., John C.....	73
General Can Co.....	68	Steinfeld Brothers.....	75
General Chemical Company.....	79		
Grace, W. R., & Co.....	57	Takito, Ogawa & Co.....	75
		Temple Garden Co.....	14
Hillis Cereal Mfg. Co.....	16	Thurston & Braidich.....	16
Hooton Cocoa Co.....	16	Trade Mark Title Co.....	94
Hunt & Co.....	14	"Transmarina" Handelsmaatschappij, Inc.....	69
Huntley Mfg. Co.....	8	Tricolator Co., The.....	94
International Coffee Co.....	outside back cover	Union Bag & Paper Corp.....	59
Irwig-Harrisons & Crosfield, Inc.....	55, 71		
		Vulcan Trading Corporation.....	11
Jaburg Brothers.....	85		
Jardine, Matheson & Co., Ltd.....	14	Wabash Baking Powder Co.....	17
Johnson Automatic Scales Co., Ltd.....	9	Warner Macaroni Company.....	94
		Warner Sugar Refining Co.....	91
Kaffee Hag Corporation.....	89	Washington, G., Coffee Sales Co.....	87
Kalamazoo Vegetable Parchment Co.....	15	Weir, Ross W., & Co., Inc.....	77
Knox Gelatine Company, Inc., Chas. B.....	89	Weis Fibre Container Co.....	57
		Wiemann, Geo. F., Co.....	87
Lambert Machine Co.....	4, 5	Wolverine Spice Co.....	91
Landers, Fray & Clark.....	81		

## THE TEA AND COFFEE TRADE JOURNAL

Contents for August, 1918

Volume XXXV

Number 2

WHO'S WHO IN THE TRADE. Frontispiece.....	115	"M & J" COFFEE BRAND UNDER FIRE.....	151
<i>An Appreciation of J. F. Hartley, President of Carter, May &amp; Co., Inc.</i>		A HOUSE ORGAN'S ANNIVERSARY.....	151
A PICTORIAL HISTORY OF COFFEE.....	117	IMPORTING TEA VIA PANAMA CANAL.....	151
<i>Illustrated.</i>		EXPRESS RATES ARE ADVANCED.....	152
No. 3—The Coffee Houses of Old London.....	125	NEW YORK FIRM LOSES PRIZE CASE.....	152
THE TEA REPORT FOR 1917-18.....	125	OUTPUT OF NAVY ROASTING PLANT.....	152
THAT JAVA TEA REPORT.....	127	BANS UNEQUAL VALUE PREMIUMS.....	152
COFFEE PROFITEERING IN ITALY.....	129	BIG SHIPPERS FORM ALLIANCE.....	152
BRAZIL COFFEE RECEIVED AT NEW ORLEANS.....	130	"BLUE BOOK" IS A GREAT INFORMANT.....	152
GREEN COFFEE RULES AMENDED.....	131	MARKETS OF THE WORLD.....	152
HOW CANADA REGARDS ITS TEA TAX.....	132	OUR LONDON LETTER.....	152
AMERICA'S BEVERAGE BILL.....	133	THE CHINA TEA MARKET.....	154
RECORD PEANUT CROP FORECASTED.....	133	JAVA TEA MARKET.....	154
THE ALIEN ENEMY ACT.....	133	INDIA'S TEA TRADE IN 1917.....	156
<i>By A. Mitchell Palmer.</i>		OUR JAPAN LETTER.....	156
Alien Element in Well-Known Trade Firms—Woolson Spice Company Now All American—Previous Coffee Trade Reorganizations.....	135	OUR BRAZIL LETTER.....	158
BUMPER RICE CROP PREDICTED.....	135	N. C. R. A. WARNS COFFEE IMPORTERS.....	158
RICE IMPORTS PROHIBITED.....	135	SPICES FROM HONGKONG.....	160
SPICES AND EXTRACTS.....	136	EAST INDIES COFFEE CROP.....	160
THE WAR AND ESSENTIAL OILS.....	136	MILD COFFEE SHIPPERS COMPLAIN.....	160
<i>By C. Beilstein.</i>		COLOMBIA GROWERS IN DIFFICULTY.....	160
COCOA BEAN IMPORTS CUT.....	138	NEW ORLEANS LETTER.....	162
GERMANY'S COFFEE PLANS.....	138	NEW ORLEANS WANTS MORE SHIPS.....	162
ROASTERS FACE FUEL REGULATION.....	138	THE NEW YORK MARKETS.....	162
THE SPICE ASSOCIATION MEETING.....	138	COFFEE CROP IN SAO PAULO.....	164
GROCERY TRADE DIGEST.....	139	OBITUARY.....	164
NEW FOOD REGULATIONS.....	139	William J. Kinsella, Joel C. Whitney, John Backus O'Donohue, John Kiscock, William Hugh Griffin, Eleanor Isabella Poole.....	
NEWS OF THE TRADE.....	139	SALIENT TRADE NOTES.....	166
PATENTS AND TRADE MARKS.....	140	THE PRACTICAL RETAIL GROCER.....	172
TRADE MARKS AFTER THE WAR.....	140	COFFEE AND SALESMANSHIP.....	172
PATENT OFFICE RECORD.....	141	TEA NOTES FOR RETAILERS.....	174
<i>Illustrated.</i>		No. 3.—Uniformity in Blends.....	
Patents Granted, Trade Mark Applications, Labels Registered.....	141	<i>By H. L. Maclean.</i>	
HOW TO HELP WIN THE WAR.....	143	A CANNED MILK WEEK.....	174
PREPARE FOR THE NEXT LOAN.....	143	FOOD CONSERVATION DIGEST.....	176
CHOCOLATE FOR OUR SOLDIERS.....	143	HOW TO SAVE SUGAR.....	176
ENLIST YOUR FACTORY BOILER.....	141	"BEST ON EARTH" DISPLAY.....	180
MUST NOT COMPETE FOR LABOR.....	141	SYSTEM AND SALESMANSHIP.....	180
IN THE EDITOR'S MAIL BAG.....	144	KEEPING THE TRADE AT HOME.....	180
EDITORIALS.....	146	No. 2.—Advertising Prices.....	
Java Teas in the United States—Whitewashing Mr. Beckmann—America's Growing Tea Consumption—German Kultur and Coffee.....	150	<i>By Frank Farrington.</i>	
MISCELLANEOUS TRADE NEWS.....	150	NATIONALISM AND PATRIOTISM.....	182
TWO NEW EXTRACT MACHINES.....	150	CLASSIFIED WANT ADVERTISEMENTS.....	184
<i>Illustrated.</i>		PRICES CURRENT.....	186
CHANGES IN GRACE & CO.....	150	PREMIUMS AND NOVELTIES.....	189
A NEW COFFEE CONCERN.....	151	A JUSTIFICATION OF PREMIUMS.....	189
NEW YORK FIRM IN PRIZE CASE.....	151	NEW PREMIUM SPECIALTIES.....	189
		<i>Illustrated.</i>	
		GERMANS FORBID "BEET" COFFEE.....	190
		SURE HE WOULD MISS IT.....	190

INDEX TO ADVERTISERS WILL BE FOUND ON PAGE 192

THE TEA AND COFFEE TRADE JOURNAL, published monthly at 79 Wall Street, New York. Terms of subscription \$2.00 a year, postage prepaid, in the United States and Possessions; \$2.25 per year in Canada; \$2.50 in all foreign countries. Single copies 25 cents. Remit by money order or draft. Entered as second class matter January 30, 1905, at the post office at New York, under the Act of Congress of March 3, 1879. Copyright, 1918, by THE TEA AND COFFEE TRADE JOURNAL COMPANY.

# LAMBERT

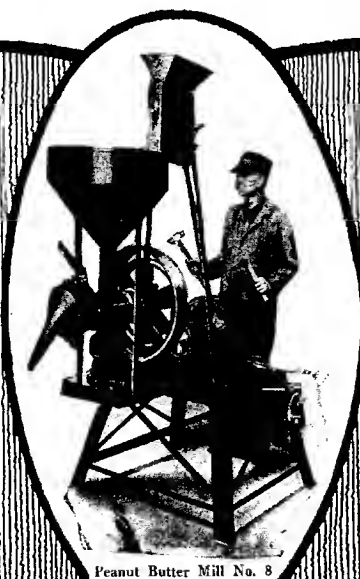
*"The Line That Excels"*

## ***Lambert Peanut Butter Equipment***

Lambert Peanut Butter Machinery excels because it is scientifically, yet simply constructed. Because it is complete in every detail. Because it is substantial. The Lambert Machine Company is the only concern that manufactures complete peanut butter plants.

Lambert peanut equipment consists of suitable peanut roasting apparatus, peanut blancher, picking and stoning machinery, one or more peanut butter mills, complete with automatic salter, auxiliary machinery (elevators, conveyors, storage bins, feed hoppers) and approved power transmission, such as will render the plant as nearly automatic as possible.

Plans designed according to requirements. Specifications and estimates furnished.

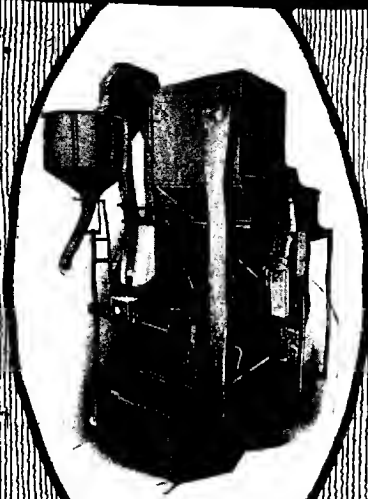


Peanut Butter Mill No. 8

**Lambert Machine Co., Marshall, Mich.**

# LAMBERT

*"The Line That Excels"*



Class E—Electric Coffee  
Roasting Outfit

## *The Lambert Electric Coffee Roaster*

The Lambert coffee roaster excels because it is the pioneer indirect flame (underneath) gas roaster. Because it is the most compact, self-contained, two bag roaster on the market. Because it requires the minimum of power for operation. Because it is easily installed. Because it is substantially constructed.

A complete outfit designed for coffee, peanuts, cocoa beans, cereals, etc., comprising roaster, cooling apparatus, elevator, feed hopper, electric motor, with geared connections and gas attachments; also stoning and chaffing attachments for coffee. Built in two standard sizes—three hundred pounds and two hundred pounds capacity.

Plans for larger plants prepared on application. Ask for catalog of complete line.

**Lambert Machine Co., Marshall, Mich.**

## Don't Trifle with any definite trade demand



If you have worth-while customers who want evenly granulated coffee in quantity, use this No. 1 granulator and meet the demand profitably.

J. A. FOLGER & CO., of Kansas City, write March 22, 1918:

"We are pleased to state that the No. 1 coffee granulating mill, which you recently forwarded to us, has been installed and is giving the usual satisfaction that a Burns granulator always gives."

J. FULLARTON & CO., of Boston, write Feb. 19, 1918:

"We are very much pleased with the new granulator."

GRAY MFG. CO., of Spokane, write Feb. 22, 1918:

"We have had the No. 1 coffee granulating mill in operation for the past five months, and it has proven satisfactory in every way."

INDEPENDENCE COFFEE & SPICE CO., of Denver, write March 4, 1918:

"The No. 1 coffee granulator and chaff remover with which you recently furnished us, is working to our entire satisfaction."

PARSONS & SCOVILLE CO., of Evansville, write June 18, 1918:

"The No. 1 granulator with chaff remover installed in our coffee department last March has proved entirely satisfactory."

JABEZ BURNS & SONS



11<sup>TH</sup> AVE. & 43<sup>RD</sup> ST. NEW YORK

## Machinery and Success

Business success can never depend entirely on machinery. Sometimes success is attained in spite of bad equipment. But for the happiest sort of success, in any business which includes manufacturing operations, the machinery must contribute its due share.

The letter printed below is from a customer who has found use for about twenty-five of our machines of one model. It acknowledges very graciously the part played by apparatus of our regular construction in the success of a business organized on novel lines.

Los Angeles, Cal., July 2, 1918.

JABEZ BURNS & SONS,  
New York.

Gentlemen:

Replying to yours of June 26, will say we are glad to be classed as the largest users in the United States of your No. 7 Rocking-Cooler Coffee Roaster.

The reason is that the first one was a success; and as this business was founded to bring customers back to carry away their purchases we had to have perfection, both in our Coffee and in our Roasting. We tried your No. 7 roaster with rocking cooler, and have never regretted it; and every machine we ever set will be the same if possible. These equipments operate in full sight of the customer and we never have any trouble, no matter how long they have run

They have helped to make us successful.

Yours truly,

PACIFIC COFFEE STORES CO.

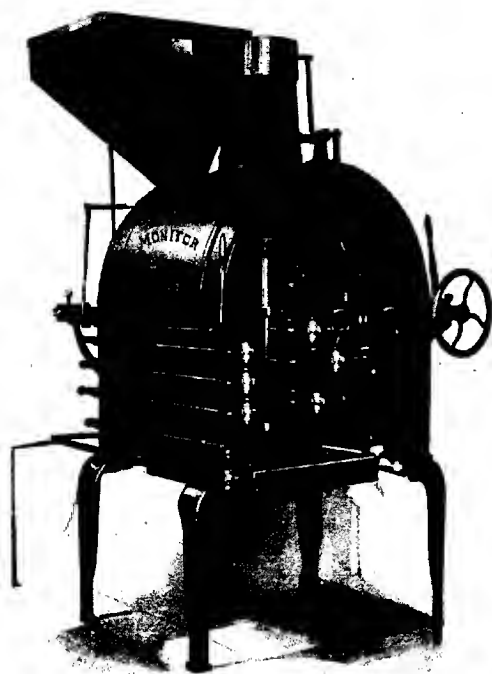
E. E. Sellers.

JABEZ BURNS & SONS



117<sup>th</sup> AVE. & 43<sup>rd</sup> ST. NEW YORK





**Monitor**  
REGISTERED TRADEMARK

---

Sizes Nos. 2 and 3

---

The best made and  
most dependable  
factory Roaster  
made

---

Ask any user

---

## BRIGHT ROASTS

---

A Bright roast is a big point in selling coffee in a good many cases. In the MONITOR roaster there are several features embodied in its general make-up, which produce the brightest possible roasts obtainable from any lot of coffee. Let us show this to you. While we are getting this brighter work, we are also getting other very advantageous features, which we should be very glad to show to any interested party. Our CATALOGUE No. 54.

New York City  
121 Front Street  
Chicago  
310 Traders Building

HUNTLEY MFG. CO.  
Factory and Main Office  
Silver Creek, N. Y.

Minneapolis, Minn.  
218 Iron Exchange

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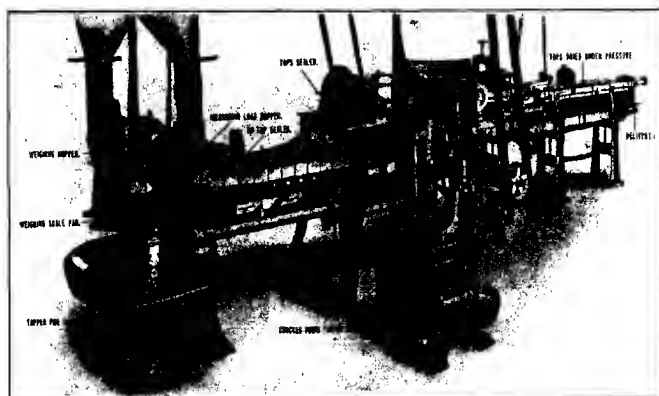
When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

## Package Sugar and Man Power

The American Sugar Bulletin has a very interesting article in the May 10th number under the above title, by Howard Elliott. This sets forth the great conservation value of the package machine which saves "time, materials and man-power."

The result of a test in filling ninety-nine pound sacks by hand showed the disappearance of three and one-half pounds, due to spilling from the end and sides of the scoop and the impossibility of ceasing the flow at the exact moment of the "down weight."

The machine proved to be twenty-five times as fast as a man and as regards correct weight it is absolutely dependable. This package machine is operated by the American Sugar Refining Company and its constituent companies in filling their small cartons.—(From *Baker's Review*, June issue, 1918.)



PNEUMATIC-BOTTOM SEALER-FILLER AND WEIGHER-TOP SEALER

THE PNEUMATIC SYSTEM will turn out 25 to 30 perfectly sealed and accurately weighed packages a minute, or 15,000 to 18,000 a day.

*Conserve needed man power and commence  
your savings by writing for details today.*

**PNEUMATIC SCALE CORPORATION, Ltd.**  
**NORFOLK DOWNS, MASS.**

NEW YORK      CHICAGO      KANSAS CITY      TORONTO, ONT.  
W. & C. PANTIN, 147 UPPER THAMES STREET, LONDON, ENG.

# Hold Up

*"Service is a Science"*



## Let Us Plan for You

---

---

Manufacturers interested in cutting down their operating expenses by using automatic machinery for making, filling, sealing and moisture-proofing cartons and sealing containers automatically, should write for particulars regarding complete Packing Room Equipment.

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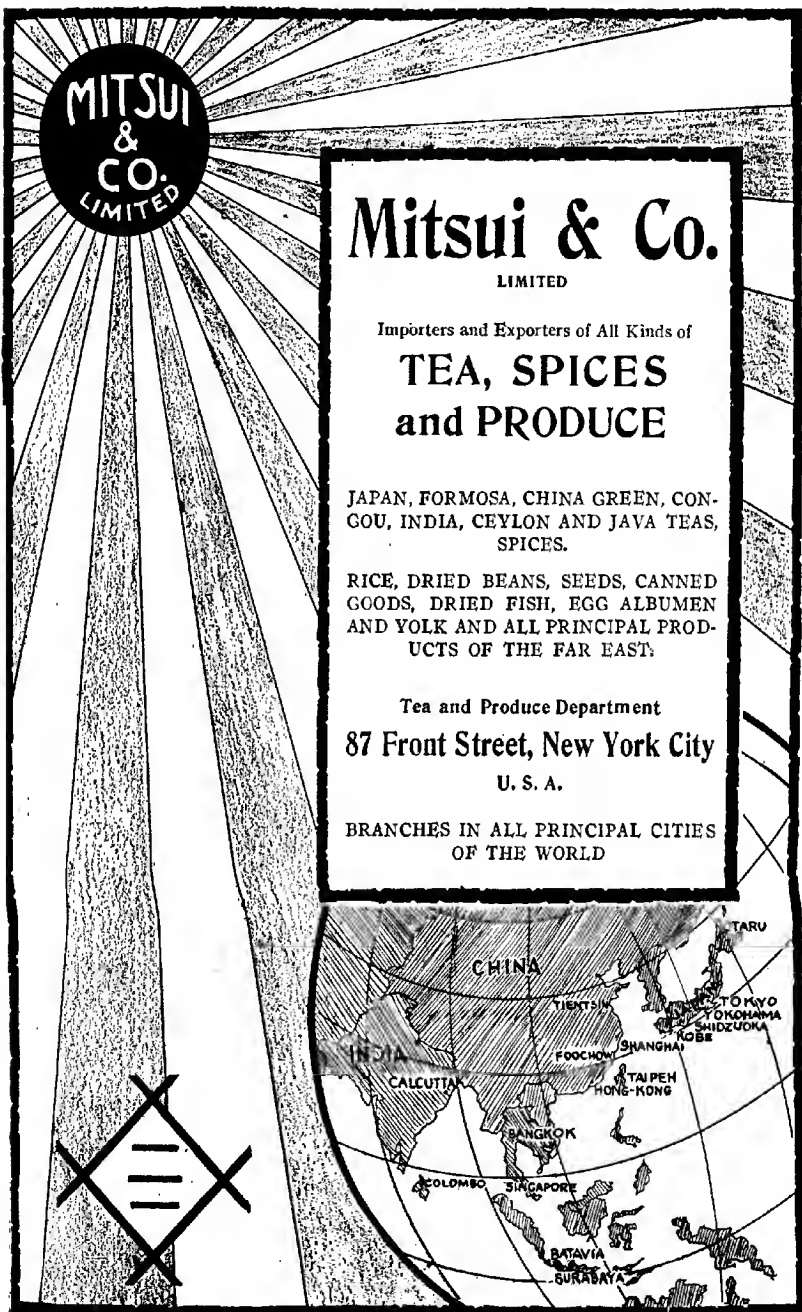
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**JOHNSON AUTOMATIC SEALER CO.**

LIMITED

BATTLE CREEK

MICHIGAN



**MITSUI  
&  
CO.  
LIMITED**

**Mitsui & Co.**  
LIMITED

Importers and Exporters of All Kinds of  
**TEA, SPICES  
and PRODUCE**

JAPAN, FORMOSA, CHINA GREEN, CON-  
GOU, INDIA, CEYLON AND JAVA TEAS,  
SPICES.

RICE, DRIED BEANS, SEEDS, CANNED  
GOODS, DRIED FISH, EGG ALBUMEN  
AND YOLK AND ALL PRINCIPAL PROD-  
UCTS OF THE FAR EAST.

Tea and Produce Department  
**87 Front Street, New York City**  
U. S. A.

BRANCHES IN ALL PRINCIPAL CITIES  
OF THE WORLD

CHINA  
TIENTSIN  
FOOCHOW  
SHANGHAI  
HONG-KONG  
TAIPEH  
SINGAPORE  
BANGKOK  
CALCUTTA  
INDIA  
CEYLON  
SRI LANKA  
JAPAN  
FORMOSA  
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HANKOW  
YOKOHAMA  
OSAKA  
Kobe  
TARU  
BATAVIA  
SURABAYA  
COLOMBO

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# COFFEE

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

## **J. Aron & Company, Inc.**

**Importers**  
**New York**

**COFFEE**  
**New Orleans**  
**Chicago**  
**London**

**Exporters**  
**Santos, Brazil**



# COGOLLO

The mark of one of the highest Grade  
Coffees Grown in Colombia, S. A.

A coffee noted for its mild and delicious flavor and unsurpassed fragrantcy. Grown in fertile soil and cultivated in accordance with the latest methods. Carefully picked, hulled, selected and stored under sanitary conditions.

Whether you buy "Cogollo Lavado," "Cogollo Selecto" or "Cogollo Especial" you are certain of getting a coffee of uniform quality, a coffee that will add character to your blends—one that will build your coffee trade.

For full particulars apply to M. Duran, 11 Wall St., New York.

ORDER BY THE NAME "COGOLLO"

Buy by the name  
"Cogollo"

COGOLLO & CO.  
Cucuta Coffee Planters

Rep. of  
Colombia,  
S. A.

## TALKS WITH THE GREEN COFFEE BUYER

### 6.—TEAM WORK.

Our war preparations went ahead haltingly until we instituted some real team work. It wasn't until there was unified command on the Western war front, with consequent team work, that the allies began to turn the tide of battle. Team work in our war efforts is bearing fruit.

It is co-ordinated effort that makes for efficiency in either war or peace. This principle as applied to the coffee business means that to foster the right kind of service the importer and roaster should be in complete harmony.

There is no finer opportunity for effective team work than in the dealing between the coffee importer and roaster. Team work in this case involves mutual confidence, an intimate knowledge of coffee values, a close study of the buyer's needs, careful selections and conscientious attention to details. We believe in team work.

## M. LEVY'S SONS

Importers and Jobbers of Green Coffee

436 Gravier Street :: New Orleans

**VULCAN TRADING CORPORATION**  
**120 BROADWAY NEW YORK**

IMPORTERS  
 OF

**COFFEES, COCOAS,  
 SPICES**

**CORRESPONDENCE SOLICITED**

**EXPORTERS**

**THE FOREIGN AND HOME PRODUCTS CORP'N**

93 FRONT ST., N. Y. CITY 'Phone Hanover 1070

*Desires to QUOTE PRICES and to SUBMIT SAMPLES of*

**TEAS**

**Packed to Suit Export Buyers**

**Leads and Tins**

$\frac{1}{8}$ — $\frac{1}{4}$ — $\frac{1}{2}$ —1  
 pound packages.

**Caddies and Boxes**

Lead Lined  
 5 lbs. to 25 lbs.  
 Iron strapped.

**Original Boxes**

Half Chests  
 Cases  
 Iron strapped.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



**VANILLA BEANS**

MEXICANS, BOURBONS  
TAHITI, TONKA BEANS

**FRUIT FLAVORS**

**RUSSELL & COMPANY**  
101 Beekman St.  New York City

**FRUIT FLAVORS  
ESSENTIAL OILS**

*Price List upon request*

**W. J. BUSH & CO.,**  
INCORPORATED  
100 William St. NEW YORK

**VANILLAS**

of every variety

ESSENTIAL OILS    ETHERS

**M. L. BARRETT & CO., Importers**  
Oldest Vanilla Dealers in U. S. A.  
233 W. Lake St. Chicago

**WABASH BAKING POWDER CO.**

*King of Private Brands*

The Largest Exclusive Private  
Brand Baking Powder, Extracts,  
Gelatin Dessert, Corn Starch  
and Soda Factory in the World.

Wabash, Indiana.  
Established 1892.

**COCOA POWDER**

UNDER DEALER'S BRANDS FOR WHOLESALE GROCERY AND SPECIALTY HOUSES—

In 1s, 1-2s, 1-4s, and 1-5s, packed under customer's labels, or under our own stock labels.  
All goods guaranteed under U. S. Serial No. 151.

**FOUNTAIN CHOCOLATE**

IN BULK—Barrels—Kegs—Drums—Tins  
For Soda; Ice Cream; and Baking Trade. Both "Natural" and "Dutch Process" grades

*Write us for samples and prices. State size used and quality needed. Address*

**HOOTON COCOA CO.,**

**NEWARK, N. J.**

**CHICORY**

**HENRY FRANCK SONS, Inc.**  
FLUSHING, N. Y.

Growers, Dryers, Roasters and Manufacturers of Chicory  
in all its Various Forms

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## VANILLA BEANS

THURSTON & BRAIDICH  
27 CLIFF STREET  
NEW YORK

## Comores

Bourbon Vanilla Beans  
We are direct receivers  
from the Islands.

## Tahiti

Vanilla Beans  
White and Yellow Label  
Shipments received at  
regular intervals.

ANTOINE CHRIS CO.  
18-20 PLATT ST.  
NEW YORK

## Direct Importers Java Teas EUGEN BOISSEVAIN & CO., INC.

128 Water Street, New York

Coffee, Cocoa, Spices, Copra, Cocoanut Oil, Damar, Copal, Kapok

### \*MORE PROFIT FROM YOUR COFFEE BUSINESS\*

35 years' experience in supplying the steady requirements of the largest coffee concerns enables HILLIS to turn out

COFFEE SUBSTITUTES—COFFEE FILLERS  
and CHICORY SUBSTITUTES suitable in DRINK, ROAST and GRIND.  
For every purpose

HILLIS' PRODUCTS have been a continued source of revenue for all who use them. If interested, write for samples and prices.

HILLIS CEREAL MFG. CO.  
Rodney & Ainslie Sts. Brooklyn, N. Y.

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## Forty-two Million Pounds of Tea

According to the United States Tea Examiner's recent report, about forty-two million more pounds of tea were imported into the United States during the fiscal year ending June 30, 1918, than in the previous year. This is a remarkable increase in tea imports.

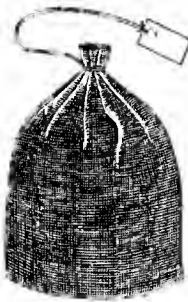


Urn Bag

Trade opinion differs as to what has become of this immense volume of tea. Are the American people drinking more tea or is much of it stored in warehouses?

We would like to believe that our individual tea bags have been and will continue to be an important factor in the sale of this tea surplus. Some tea men insist that tea consumption is on the increase. It is certain that during the past year tea distributors have been using our individual bags in increasing quantities. They can increase tea sales because they stimulate the use of tea in restaurants and hotels.

If you are not selling these bags let us tell you about them. We make and pack them. Our specialty is cotton tea bags, coffee urn bags and mailing bags. Samples on request.



Tea Bag Ready for Use

**NATIONAL URN BAG COMPANY**  
174-176 East 104th Street  
NEW YORK

## BULK COCOA

IN BARRELS AND DRUMS

Also packed in tin cans under your

### Private Label

We make American and Dutch  
Process Cocoa.

Write for our *Latest Price List*.

State Style of Packing and  
Quantity Required Annually.

Tell us where you saw this  
advertisement.

### Ambrosia Chocolate Co.

331-333-335 FIFTH STREET  
MILWAUKEE, WIS.

THE PROGRESSIVE CHOCOLATE AND COCOA  
MANUFACTURERS

Chas. Dittmann F. V. Allain Chas. S. Dittmann, Jr.  
Member N. Y. Coffee Exchange

### CHARLES DITTMANN CO.

Coffee Commission

New Orleans—501 Gravier St., P. O. Box 747  
Chicago, 326 River St., Rooms, 215-216

AGENTS FOR:

Messrs. Ed. Johnston & Co., London  
Messrs. E. Johnston & Co., Ltd., Santos  
Messrs. E. Johnston & Co., Ltd., Rio-de-Janeiro  
Messrs. Norton Megaw & Co., Ltd., London  
Messrs. Norton Megaw & Co., Ltd., Rio-de-Janeiro  
Messrs. Carlo Pareto & Co., Rio-de-Janeiro  
Messrs. Arbuthnot, Latham & Co., Bankers, London  
Messrs. Fred'k Huth & Co., Bankers, London  
U. S. Branch of Thames & Mersey Marine Insurance  
Co., Ltd., of London and Manchester  
London Assurance Corporation (Fire Insurance)  
**Commercial Letters of Credit Issued**  
Our spot department makes a specialty of selecting  
and purchasing coffees for the interior trade.

### The Laurel Improved Coffee Granulator and Chaff Remover

Cheapest and best machine on the market. The machine you will want to increase your sales of clean ground coffee. Write for photo and sample of the work of machine.

Used Coffee-Roasting and Grinding Machinery. Send for list.

**The Laurel Mfg. Co.**  
627 N. 3d St., Phila., Pa.



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# PRODUCE & WARRANT COMPANY, Inc.

(New York Agency)

78-80 Wall Street  
433 Gravel Street

New York  
New Orleans

**Export and Import Commission**

**Merchants**

**COFFEES** ALL VARIETIES

COCOA, RICE, BEANS, SUGAR and other  
North, Central and South American Products

Sole North American Agents for Companhia Leme Ferreira, S. A. Santos

Sole New Orleans Agents for Villas, Boas & Co., Santos

HEAD OFFICE: ANTWERP, BELGIUM

Branches: Amsterdam, Holland. Rio de Janeiro, Santos, Bahia, Brazil. Genoa and  
Milano, Italy. London, Eng. San Salvador, C. A. Havana, Cuba. Kingston, Jamaica

And represented in all the principal markets of the world.

# BAGS

Seals for the bag them  
and lined Compens.

Labels - Paper and Cartons

Printing for the tea and

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## efficiency —

is fully as essential in the distribution of food products as in manufacturing. The government realizes it. The housewife realizes it, and is buying her coffee where she can obtain it FRESH ROASTED and without the necessity of paying an extra profit and for a fancy container!

### The Royal Coffee System is the Answer

With the **Royal System** the merchant buys his coffees green at first hands, roasts FRESH DAILY and steel cuts or pulverizes as his trade requires, eliminating all unnecessary expense and furnishing his trade better coffees full of that delightful aroma and flavor obtainable only through fresh roasting daily and steel cutting as sold.

These **better coffees** are furnished at the popular prices, giving the housewife full value for her money and the retail merchant a substantial profit on which to do business through handling his coffee department on an efficient basis.

### "Every User a Booster"

has been the experience of thousands of merchants equipped to render this better service, and through increasing the business materially wherever installed ROYAL SYSTEMS have paid for themselves in even **less time than we allow for payment.**

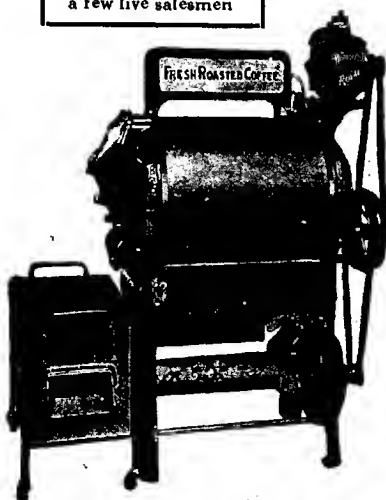
A **ROYAL** will pay for itself in your store in a very short time.

Write us today for full particulars in regard to our complete service and convenient payment plan.

We have openings for  
a few live salesmen

**THE A. J. DEER CO.**

1127 West Street,  
HORNELL, N. Y., U. S. A.



**No. 5. Royal Roaster.**  
Uses electric power gas or gasoline, heat.



**No. 77—Royal Electric Coffee Mill**

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# THE TEA & COFFEE TRADE JOURNAL

VOL. XXXV.

NEW YORK, AUGUST, 1918

No. 2

## WHO'S WHO IN THE TRADE

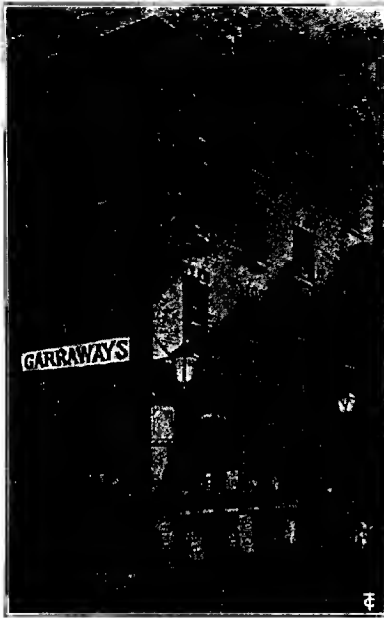


J. F. HARTLEY

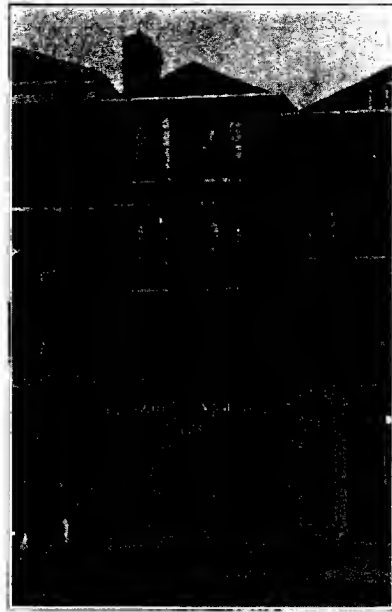
President of Carter, Macy & Co., Inc.

See page 137

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GARRAWAY'S COFFEE-HOUSE IN CHANGE ALLEY,  
WHERE TEA WAS FIRST SOLD IN ENGLAND.  
IT SURVIVED UNTIL THE YEAR 1866



SLAUGHTER'S COFFEE-HOUSE IN ST. MARTIN'S  
LANE. IT WAS TAKEN DOWN IN 1843. FROM  
A WATER COLOR BY T. H. SHEPHERD, 1841



LLOYD'S COFFEE-HOUSE IN THE ROYAL EXCHANGE, SHOWING THE SUBSCRIPTION ROOM  
RARE PRINTS OF HISTORIC COFFEE-HOUSES IN OLD LONDON

# A PICTORIAL HISTORY OF COFFEE

## No. 3—THE COFFEE-HOUSES OF OLD LONDON

¶ This article covers a large portion of the most picturesque chapter in the history of coffee—that having to do with the Coffee Houses of Old London in the seventeenth and eighteenth centuries. ¶ It is illustrated with reproductions of rare prints, water colors and engravings made for the editors after exhaustive researches in the London Art Galleries and British Museum.\*

THE most picturesque chapter in the history of coffee has to do with the period of the old London and Paris coffee-houses of the seventeenth and eighteenth centuries. Much of the poetry and romance of coffee centers around this time.

In 1650, one Jacobs, a Jew, opened the first coffee-house in England at Oxford, "at the Angel in the parish of St. Peter in the East," and "there it was by some who delighted in novelty drank."

"The first coffee-house in London," says John Aubrey, the English antiquary and folklorist, "was in St. Michael's Alley, in Cornhill, opposite to the church, which was set up by one — Bowman (coachman to Mr. Hodges, a Turkey merchant, who put him up in it), in or about the year 1652. 'Twas about four years before any other was sett up, and that was by Mr. Farr. Jonathan Paynter, over-against to St. Michael's Church, was the first apprentice to the trade, viz., to Bowman."

Another account, for which we are indebted to William Oldys, the bibliographer, relates that Mr. Edwards, a London merchant, acquired the coffee habit in Turkey, and brought home with him from Ragusa, in Dalmatia, Pasqua Rosee, an Armenian or Greek youth, who prepared the beverage for him. "But the novelty thereof," says Oldys, "drawing too much company to him he allowed the said servant with another

of his son-in-law to set up the first coffee-house in London at St. Michael's Alley, in Cornhill."

From this it would appear that Rosee had as partner in this enterprise, from which dates the beginning of the social club in England, the Bowman, who, according to Aubrey, was coachman to Mr. Hodges, the son-in-law of Mr. Edwards, and a fellow merchant traveler.

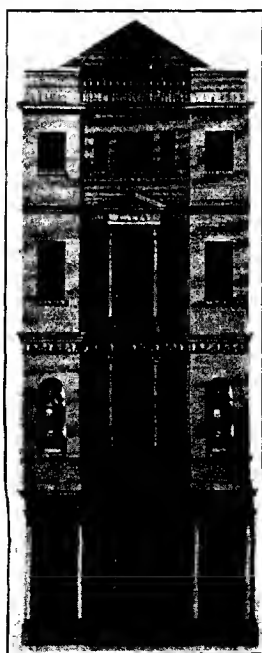
Oldys tells us that Rosee and Bowman soon separated (John Timbs, another English antiquary, says they quarreled), Rosee keeping the house and Bowman, the partner, obtaining leave to pitch a tent and sell the liquor in St. Michael's churchyard.

Most authorities agree that Pasqua Rosee was the first to establish a coffee-house in London in or about the year 1652. His original shop- or handbill, the first advertisement for coffee, is extant, setting forth "the vertue of the coffee-drink, first made and publiquely sold in England by Pasqua Rosee in St. Michael's-alley, Cornhill, at the sign of his own head."

Such then was the advent of the coffee-house, which introduced to English-speaking people the drink of democracy, for oddly enough, coffee and the Commonwealth came in together.

### OPPOSITION TO THE COFFEE HOUSE

The coffee-house at once found favor among men of intelligence in all classes. Until that time they had only the tavern as a place of common resort. But here was a public house offering a



THE BRITISH COFFEE HOUSE IN  
COCKSPUR STREET, FROM A  
PRINT PUBLISHED  
IN 1770

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non-intoxicating beverage and its appeal was instant and universal. As a meeting place for the exchange of ideas it soon attained wide popularity. But not without opposition. The publicans and ale-house keepers, seeing their businesses slipping away from them, made strenuous propaganda against this new social center, and not a few attacks were launched against "the coffee drink." First there appears "A Broadside Against Coffee," calling it "stygian stuff" and comparing it to "physic," but at the same time admitting its spreading fame as a cure for drunkards and paying grudging tribute in these lines:

"And now, alas! the drench  
has credit got.  
And he's no gentleman  
that drinks it out."

Many good people believed coffee to be a dangerous drink; the tirades against it in that far time sound not so much unlike the advertising patter employed by some of our present-day coffee substitute manufacturers. It was ridiculed by being referred to as "ninny broth" and "turkey gruel"; also "syrup of soot" and "essence of old shoes."

Among other printed oppositions might be mentioned: "The Coffee-House Granado," "A Cup of Coffee, or Coffee in Its True Colour," "The Women's Petition Against Coffee" and "The Men's Answer to the Same."

James Farr, who kept the second London coffee-house, known as The Rainbow, in Fleet street, in 1650, was "Presented by the inquest of St. Dunstan's in the West for making and selling a drink called coffee, whereby in making the same he annoyeth his neighbours by evil smells."

But in spite of satire, invective and prosecution, the vogue of the coffee-houses steadily increased. They were great centers in which men met to talk over literature, the play, politics and business.

Although Charles II deemed it necessary to suppress the coffee-houses in 1675, because they



THE LION'S HEAD AT BUTTON'S COFFEE-HOUSE IN GREAT RUSSELL STREET, COVENT GARDEN, PUT UP BY ADDISON IN 1713. FROM A WATER COLOR BY T. H. SHEPHERD.

"nourished sedition, spread lies, scandalized great men, and might therefore be considered a common nuisance," public clamor speedily reopened them, and the beginning of Queen Anne's reign found not less than 3,000 of them in London.

#### THE ORIGIN OF THE CLUB

Every profession, trade, class, party, had its favorite coffee-house. "The bitter black drink called coffee," as Mr. Pepys described the beverage, brought together all sorts and conditions of men, and out of their mixed association there developed groups of patrons favoring particular houses and giving them character. A penny or twopence entrance fee (usually left at the bar on leaving) helped to their exclusiveness. It is easy to trace the transition of the group into a clique which later became the club that for a time continued to meet at the coffee-house or the chocolate house, but which eventually demanded a house of its own.

#### DECLINE AND FALL OF THE COFFEE HOUSE

Starting as a forum for the commoner the coffee-house soon became the plaything of the leisure class, and when the club was born it immediately began to return to the level of the tavern. And so the 18th century saw the coffee-house at the height of its power and popularity; it also witnessed its decline and fall. For a time, when the habit of reading newspapers descended the social ladder, the coffee-house acquired a new lease of life. Sr. Walter Besant observes:

They were then frequented by men who came, not to talk, but to read; the smaller tradesmen and the better class of mechanic now came to the coffee-house, called for a cup of coffee, and with it the daily paper, which they could not afford to take in. Every coffee-house took three or four papers; there seems to have been in this latter

phase of the once social institution no general conversation. The coffee-house as a place of resort and conversation gradually declined; one can hardly say why, except that all human institutions do decay. Perhaps manners declined; the leaders in literature ceased to be seen there; the city clerk began to crowd in; the tavern and the club drew men from the coffee-house.

A few houses survived until the early years of the 19th century, but the social side had disappeared. As coffee entered the homes of the people, and the exclusive club house succeeded the democratic coffee forum, the coffee-houses mostly became taverns or chop houses, or, convinced that they had outlived their usefulness, just ceased to be.

#### PEN PICTURES OF COFFEE-HOUSE LIFE

From the writings of Addison in "The Spectator," Steele in "The Tatler," Mackay in his "Journey Through England," Macaulay in his history, and others, it is possible to draw a fairly accurate pen picture of life in the old London coffee-house.

The coffee-room usually opened off the street. At first only tables were spread about on a sanded floor. Later this arrangement was succeeded by boxes or booths, such as appear in the Rowlandson caricatures and in the picture of the interior of Lloyds.

The walls were decorated with handbills and posters advertising the quack medicines, pills, tinctures, salves and electuaries of the period, all of which might be purchased at the bar near the entrance, presided over by a prototype of the modern English barmaid; there were also bills of the play, auction notices, etc., depending upon the character of the place.

Then, as now, the barmaids were idols to the *dilettanti*. Tom Brown refers to them as charming Phillises "who invite you by their amorous glances into their smoaky territories."

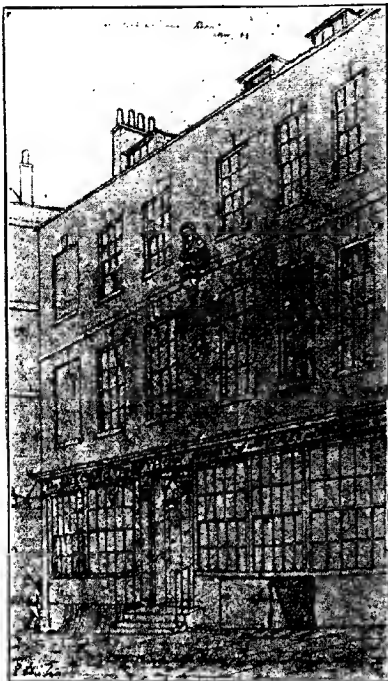
Messages were left and letters received at the bar for regular customers. Stella was instructed to address her letters to Swift, "under cover to Addison at the St. James' coffee-house."

Says Macaulay, "Foreigners remarked that it was the coffee-house which specially distinguished London from all other cities; that the coffee-house was the Londoner's home, and that those who wished to find a gentleman commonly asked, not whether he lived in Fleet street or Chancery Lane, but whether he frequented the Grecian or the Rainbow."

So every man of the upper or middle classes went daily to his coffee-house to learn the news and to discuss it. The better class houses were the meeting places of the most substantial men in



A MAD DOG IN A COFFEE-HOUSE. FROM A CARICATURE BY ROWLANDSON



THE GRECIAN COFFEE-HOUSE, DEVEREUX COURT, STRAND. CLOSED IN 1843. FROM A DRAWING DATED 1809

the community. Every coffee-house had its orator, who became to his admirers a kind of "fourth estate of the realm."

Macanlay gives us the following picture of the coffee-house of 1685:

Nobody was excluded from these places who laid down his penny at the bar. Yet every rank and profession, and every shade of religious and political opinion had its own headquarters.

There were houses near St. James' Park, where fops congregated, their heads and shoulders covered with black or flaxen wigs, not less ample than those which are now worn by the Chancellor and by the Speaker of the House of Commons. The atmosphere was like that of a perfumery's shop. Tobacco in any form than that of richly scented snuff was held in abomination. If any clown, ignorant of the usages of the house, called for a pipe, the sneers of the whole assembly and the short answers of the waiters soon convinced him that he had better go somewhere else.

Nor, indeed, would he have far to go. For, in general, the coffee-houses reeked with tobacco like a guard room. Nowhere was the smoking more constant than at Will's. That celebrated house, situated between Covent Garden and Bow street, was sacred to polite letters. There the talk

was about poetical justice and the unities of place and time. Under no roof was a greater variety of figures to be seen. There were carls in stars and garters, clergymen in cassocks and bands, pert Templars, sheepish lads from universities, translators and index makers in ragged coats of frizzle. The great press was to get near the chair where John Dryden sat. In winter that chair was always in the warmest nook by the fire; in summer it stood in the balcony. To bow to the Laureate, and to hear his opinion of Racine's last tragedy, or of Bossu's treatise on epic poetry, was thought a privilege. A pinch from his snuff-box was an honour sufficient to turn the head of a young enthusiast.

There were coffee-houses where the first medical men might be consulted. Dr. John Radcliffe, who, in the year 1685, rose to the largest practice in London, came daily, at the hour when the Exchange was full, from his house in Bow street, then a fashionable part of the capital, to Garraway's, and was to be found, surrounded by surgeons and apothecaries, at a particular table.

There were Puritan coffee-houses where no oath was heard, and where lank-haired men discussed election and reprobation through their noses; Jew coffee-houses, where dark-eyed money changers from Venice and Amsterdam greeted each other; and Popish coffee-houses, where, as good Protestants believed, Jesuits planned over their cups another great fire, and cast silver bullets to shoot the King.

Beer and wine were commonly sold at the coffee-houses in addition to tea, and, after a time, chocolate. Some refused to regard it other than a modified form of tavern, as witness a poet of the Restoration who sings:

"A Coffee House, the learned Hold,  
It is a place where coffee's sold;  
This derivation cannot fail us,  
For where Ale's vended that's an Ale house."

Witness also Daniel Defoe, who, writing of his visit to Shrewsbury in 1724, says: "I found there the most coffee-houses around the Town Hall that ever I saw in any town, but when you come into them they are but ale-houses, only they think that the name coffee-house gives a better air."

Speaking of the coffee-houses of the city, Besant says:

"Rich merchants alone ventured to enter certain of the coffee-houses, where they transacted business more privately and more expeditiously than on the Exchange. There were coffee-houses where officers of the army alone were found; where the city shopkeeper met his chums; where actors congregated; where only divines, only lawyers, only physicians, only wits and those who came to hear them were found. In all alike the visitor put down his penny and went in, taking his own seat if he was an habitue; he called for a cup of tea or coffee and paid his twopence for it; he could call also, if he pleased, for a cordial; he was expected to talk with his neighbor whether he knew him or not. Men went to certain coffee-houses in order to meet the well-known poets and writers who were to be found there, as Pope went

in search of Dryden. The daily papers and the pamphlets of the day were taken in. Some of the coffee-houses, but not the more respectable, allowed the use of tobacco."

Mackay, in his "Journey Through England" (1724), says:

"We rise by nine, and those that frequent great men's levees find entertainment at them till eleven, or, as in Holland, go to tea-tables; about twelve the *beau monde* assemble in several coffee- or chocolate-houses: the best of which are the Cocoa-tree and White's chocolate-houses, St. James', the Smyrna, Mrs. Rochford's and the British coffee-houses; and all these so near one another that in less than an hour you see the company of them all. We are carried to these places in chairs (or sedans), which are here very cheap, a guinea a week, or a shilling per hour, and your chairmen serve you for porters to run on errands, as your gondoliers do at Venice.

If it be fine weather we take a turn into the park till two, when we go to dinner; and if it be dirty, you are entertained at picquet or basset at White's, or you may talk politics at the Smyrna or St. James'. I must not forget to tell you that the parties have their different places, where, however, a stranger is always well received; but a Whig will no more go to the Cocoa-tree than a Tory will be seen at the Coffee-house, St. James'.

The Scots go generally to the British, and a mixture of all sorts to the Smyrna. There are other little coffee-houses much frequented in this neighborhood—Young Man's for officers; Old Man's for stock jobbers, paymasters and courtiers; and Little Man's for sharpers. I never was so confounded in my life as when I entered into this last. I saw two or three tables full at faro, and was surrounded by a set of sharp faces that I was afraid would have devoured me with their eyes. I was glad to drop two or three half crowns at faro to get off with a clear skin, and was overjoyed I so got rid of them.

At two we generally go to dinner; ordinaries are not so common here as abroad, yet the French have set up two or three good ones for the convenience of foreigners in Suffolk street, where one is tolerably well served; but the general way here is to make a party at the coffee-house to go to dine at the tavern, where we sit till six, when we go to the play, except you are invited to the table of some great man, which strangers are always courted to and nobly entertained."

Mackay also states, "In all the coffee-houses you have not only the foreign prints but several English ones with foreign occurrences, besides papers of morality and party disputes."

"After the play," Defoe writes, "the best company generally go to Tom's and Will's coffee-houses, near adjoining, where there is playing at picquet and the best of conversation till midnight. Here you will see blue and green ribbons and stars sitting familiarly and talking with the same freedom as if they had left their equality and degrees of distance at home."

Before entering the coffee-house every one was



DON SALTERO'S COFFEE-HOUSE, CHEYNE WALK, CHELSEA. FROM A STEEL ENGRAVING IN THE BRITISH MUSEUM

recommended by "The Tatler" to prepare his body with three dishes of hocha and to purge his brains with two pinches of snuff. Men had their coffee-houses as now they have their clubs—sometimes contented with one, sometimes belonging to three or four. Johnson, for instance, was connected with St. James', the Turk's Head, the Bedford, Peele's, besides the taverns which he frequented. Addison and Steele used Button's; Swift, Button's, the Smyrna and St. James'; Dryden, Will's; Pope, Will's and Button's; Goldsmith, the St. James' and the Chapter; Fielding, the Bedford; Hogarth, the Bedford and Slaughter's; Sheridan, the Piazza; Thurlow, Nando's.

Ned Ward gives us another picture of the coffee-house of the period. He is describing Old Man's, Scotland Yard:

We now ascended a pair of stairs, which brought us into an old-fashioned room, where a gaudy crowd of odoriferous Tom-Essences were walking backwards and forwards, with their hats in their hands, not daring to convert them to their intended use lest it should put the foretops of their wigs into some disorder. We squeezed



BUTTON'S COFFEE-HOUSE, GREAT RUSSELL STREET, COVENT GARDEN, AFTERWARDS THE CALFDRINKING. FROM A WATER COLOR BY T. H. SHEPHERD, 1857

through till we got to the end of the room, where, at a small table, we sat down, and observed that it was as great a rarity to hear anybody call for a dish of politician's porridge, or any other liquor, as it is to hear a beau call for a pipe of tobacco: their whole exercise being to charge and discharge their nostrils and keep the curls of their periwigs in their proper order. The clashing of their snush-box lids, in opening and shutting, made more noise than their tongues. Bows and cringes of the newest mode were here exchanged 'twixt friend and friend with wonderful exactness. They made a humming like so many hornets in a country chimney, not with their talking, but with their whispering over their new Minnets and Bories, with the hands in their pockets, if only freed from their snush-box. We now began to be thoughtful of a pipe of tobacco, whereupon we ventured to call for some instruments of evaporation, which were accordingly brought us, but with such a kind of unwillingness, as if they would much rather been rid of our company; for their tables were so very neat, and shined with rubbing like the upper-leathers of an alderman's shoes, and as brown as the top of a country housewife's cupboard. The floor was as clean swept as a Sir Courtly's dining room, which made us look

round to see if there were no orders hung up to impose the forfeiture of so much mop-money upon any person that should spit out of the chimney-corner. Notwithstanding we wanted an example to encourage us in our portly rudeness, we ordered them to light the wax candle, by which we ignited our pipes and blew about our whiffs; at which several Sir Fopliins drew their faces into as many peevish wrinkles as the beaux at the Bow Street Coffee-house, near Covent Garden, did when the gentleman in masquerade came in amongst them, with his oyster-barrel muff and turnip-buttons, to ridicule their topperies.

In "A Brief and Merry History of Great Britain" we read:

There is a prodigious number of coffee-houses in London, after the manner I have seen some in Constantinople. These coffee-houses are the constant Rendezvous for Men of Business as well as the idle People. Besides Coffee, there are many other Liquors, which People cannot well relish at first. They snook Tobacco, game and read Papers of Intelligence; here they treat of Matters of State, make Leagues with Foreign Princes, break them again, and transact Affairs of the last Consequence to the whole World. They represent these Coffee-houses as the most agreeable things in London, and they are, in my Opinion, very proper Places to find People that a Man has Business with, or to pass away the Time a little more agreeably than he can do at home; but in other respects they are loathsome, full of smook, like a Guard-Room, and as much crowded. I believe 'tis these Places that furnish the Inhabitants with Slander, for there one hears exact Accounts of everything done in Town, as if it were but a Village.

At those Coffee-Houses, near the Courts, called White's, St. James's, Williams's, the Conversation turns chiefly upon the Equipages, Essence, Horse-Matches, Tupees, Modes and Mortgages; the Cocoa-Tree upon Bribery and Corruption, Evil ministers, Errors and Mistakes in Government; the Scotch Coffee-Houses towards Charing Cross, on Places and Pensions; the Tiltyard and Young Man's on Affronts, Honour, Satisfaction, Duels and Rencontres. I was informed that the latter happen so frequently, in this part of the Town, that a Surgeon and a Solicitor are kept constantly in waiting; the one to dress and heal such Wounds as may be given, and the other in case of Death to bring off the Survivor with a Verdict of *Se Devendendo* or Manslaughter. In those Coffee-Houses about the Temple the Subjects are generally on Causes, Costs, Demurrers, Rejoinders and Exceptions; Daniel's, the Welch Coffee-House in Fleet Street, on Births, Pedigrees and Descents; Child's and the Chapter upon Glebes, Tithes, Advowsons, Rectories and Lecture-ships; North's Undue Elections, False Polling, Scrutinies, etc.; Hamlin's, Infant-Baptism, Lay-Ordination, Free-Will, Election and Reprobation; Batson's, the Prices of Pepper, Indigo and Salt-Petre; and all those about the Exchange, where the Merchants meet to transact their Affairs, are in a perpetual hurry about Stock-Jobbing, Lying, Cheating, Tricking Widows and Orphans, and committing Spoil and Rapine on the Publick.

Among the famous English coffee-houses of the time were St. James', Will's, Garraway's, White's, Slaughter's, the Grécan, Button's, Lloyd's, Tom's and Don Saltero's.

St. James' was a Whig house frequented by members of Parliament, with a fair sprinkling of literary stars. Garraway's catered to the gentry of the period, many of whom naturally had Tory proclivities.

One of the notable coffee-houses of Queen Anne's reign was Button's. Here Addison could be found almost every afternoon and evening, along with Steele, Davenant, Carey, Philips and other kindred minds. Pope was a member of the same coffee-house club for a year, but his inborn irascibility eventually led him to drop out of it.

At Button's a lion's head, designed by Hogarth after the Lion of Venice, "a proper emblem of knowledge and action, being all head and paws," was set up to receive letters and papers for the "Guardian." The "Tatler" and the "Spectator" were born in the coffee-house, and probably English prose would never have received the impetus given it by the essays of Addison and Steele had it not been for coffee-house associations.

Pope's famous "Rape of the Lock" grew out of coffee-house gossip. The poem itself contains one remarkable passage on coffee:

"For lo! the board with cups and spoons is crowned;  
The berries crackle and the mill turns round:  
On shining altars of Japan they raise  
The silver lamp; the fiery spirits blaze;  
From silver spouts the grateful liquors glide,  
While China's earth receives the smoking tide.  
At once they gratify their scent and taste,  
And frequent cups prolong the rich repast.  
Straight hover round the fair her airy band;  
Some, as she sipped, the fuming liquor fanned;  
Some o'er her lap their careful plumes displayed,  
Trembling, and conscious of the rich brocade.  
Coffee (which makes the politician wise,  
And sees through all things with his half-shut eyes)  
Sent up in vapors to the baron's brain  
New stratagems, the radiant lock to gain."

Another frequenter of the coffee-houses of London when he had the money to do so was Daniel Defoe, whose "Robinson Crusoe" was the precursor of the English novel. Henry Fielding, one of the greatest of all English novelists, loved the life of the more Bohemian coffee-houses, and was, in fact, induced to write his first great novel, "Joseph Andrews," through coffee-house criticisms of Richardson's "Pamela."

Other frequenters of the coffee-house of the period were Thomas Gray and Richard Brinsley Sheridan. Garrick was often to be seen at Tom's in Birchen Lane, where also Chatterton might have been found on many an evening before his untimely death.

#### LOCATING THE NOTABLE COFFEE-HOUSES

GARRAWAY'S COFFEE-HOUSE, 3 Change-alley, Cornhill, was a place for great mercantile trans-



TOM'S COFFEE-HOUSE, 17 GREAT RUSSELL STREET, COVENT GARDEN, USED AS A COFFEE-HOUSE UNTIL 1804 AND RAZED IN 1865. FROM A WATER COLOR BY T. H. SHEPHERD

actions. Thomas Garway, the original proprietor, was a tobacconist and coffee-man, who first sold tea in England at this address. Garraway's was long famous as a sandwich and drinking room for sherry, pale ale and punch, in addition to tea and coffee. It is said that the sandwich maker was occupied two hours in cutting and arranging the sandwiches for the day's consumption.

Will's COFFEE-HOUSE, the predecessor of Button's, first had the title of the Red Cow, then of the Red Rose. It was kept by William Irwin, and was on the north side of Russell street at the corner of Bow street. "It was Dryden who made Will's coffee-house the great resort of the wits of his time." (Pope and Spence.) The room in which the poet was accustomed to sit was on the first floor; and his place was the place of honour by the fireside in the winter, and at the corner of the balcony, looking over the street, in fine weather; he called the two places his winter and his summer seat. This was called the dining-room floor in the last century. The company did not sit in boxes as subsequently, but at various tables which were dispersed through the room. Smoking was permitted in the public room; it was then so much in vogue that it does not seem to have been considered a nuisance. Here, as in other similar places of meeting, the visitors divided themselves into parties; and we are told

by Ward that the young beaux and wits, who seldom approached the principal table, thought it a great honour to have a pinch out of Dryden's snuff-box. After Dryden's death Will's was transferred to a house opposite, and became Button's, "over against Thomas in Covent Garden." Thither also Addison transferred much company from Thomas'. Here Swift first saw Addison. Thither also came "Steele, Arbuthnot and many other wits of the time." Button's continued in vogue until Addison's death and Steele's retirement into Wales, after which the coffee drinkers went to the Bedford Coffee-House, dinner parties to the Shakespeare. Button's was subsequently known as the Caledonian Coffee-House.

SLAUGHTER'S COFFEE-HOUSE, famous as the resort of painters and sculptors in the eighteenth century, was situated at the upper end of the west side of St. Martin's Lane. Its first landlord was Thomas Slaughter, 1692. A second Slaughter's (New Slaughter's) was established in the same street in 1760, when the original Slaughter's adopted the name of Old Slaughter's. It was torn down in 1843-44. Among the notables who frequented it were Hogarth, young Gainsborough, Cipriani, Haydon, Roubiliac, Hudson, who painted the Dilettanti portraits; M'Arrell, the mezzotinto-scraper; Luke Sullivan, the engraver; Gardell, the portrait painter, and Parry, the Welsh harper.

TOM'S COFFEE-HOUSE, in Birchinn-lane, Cornhill, though in the main a mercantile resort, acquired some celebrity from its having been frequented by Garrick. Tom's was also frequented by Chatterton, as a place "of the best resort." Then there was Tom's in Devereux-court, Strand, and Tom's Coffee-House, at 17 Great Russell-street, Covent Garden, opposite Button's, a celebrated resort during the reign of Queen Anne and for more than a century after.

THE GRECIAN COFFEE-HOUSE, Devereux-court, Strand, was originally kept by one Constantine, a Greek. From this house Steele proposed to date his learned articles in the "Tatler"; it is mentioned in No. 1 of the "Spectator," and it was much frequented by Goldsmith. The Grecian was Foote's morning lounge. In 1843 the premises became the "Grecian Chambers," with a bust of Lord Devereux, Earl of Essex, over the door.

LOYD'S, Royal Exchange, celebrated for its priority of shipping intelligence and its marine insurance, originated with one Lloyd, who kept a coffee-house in Lombard-street. One of the apartments in the Exchange was fitted up as Lloyd's coffee-room. Subsequently the coffee-house was in Pope's head-alley, where it was called "New Lloyd's Coffee-House," but on September 14, 1784, it was removed to the north-west corner of the Royal Exchange, where it remained until the destruction of that building by fire.

In rebuilding the Exchange there were provided the Subscribers' or Underwriters' room, the Merchants' room and the Captains' room. "The City," second edition, 1848, contains the following description of this most famous rendezvous of eminent merchants, shipowners, underwriters, insurance, stock and exchange brokers: "Here is obtained the earliest news of the arrival and sailing of vessels, losses at sea, captures, recaptures,

engagements and other shipping intelligence; and proprietors of ships and freights are insured by the underwriters. The rooms are in the Venetian style with Roman enrichments. At the entrance of the room are exhibited the Shipping Lists, received from Lloyd's agents at home and abroad, and affording particulars of departures or arrivals of vessels, wrecks, salvage, or sale of property saved, etc. To the right and left are 'Lloyd's Books,' two enormous ledgers. Right hand, ships 'spoken with' or arrived at their destined ports; left hand, records of wrecks, fires or severe collisions, written in a fine Roman hand in 'double lines.' To assist the underwriters in their calculations, at the end of the room is an Anemometer, which registers the state of the wind day and night; attached is a rain gauge."

THE BRITISH COFFEE-HOUSE, in Cockspur-street, "long a house of call for Scotchmen," was fortunate in its landladies. In 1750 it was kept by the sister of Bishop Douglas, so well known for his works against Lauder and Bower, which may explain its Scottish fame; at another period it was kept by Mrs. Anderson, described in Mackenzie's "Life of Home" as "a woman of uncommon talents and the most agreeable conversation."

DON SALTER'S COFFEE-HOUSE, 18 Cheyne Walk, Chelsea, was opened by a barber named Salter in 1695. Sir Hans Sloane contributed of his own collection some of the refuse gimcracks that were to be found in Salter's "museum." Vice-Admiral Munden, who had been long on the coast of Spain, where he had acquired a fondness for Spanish titles, named the keeper of the house *Don Saltero*, and his coffee-house and museum *Don Saltero's*.

Sir Richard Steele immortalized the Don Saltero in the "Tatler." The place proved attractive as an exhibition and drew crowds to the coffee-house. The museum catalogue went through forty editions. Smollett, the novelist, was among the donors. The catalogue in 1760 comprehended, among others, the following rarities: Tigers' tusks, the Pope's candle, the skeleton of a guinea pig, a fly-cap monkey, a piece of the true Cross, the Four Evangelists' heads cut on a cherry-stone, the King of Morocco's tobacco pipe, Mary Queen of Scots' pincushion, Queen Elizabeth's prayer-book, a pair of a Nun's stockings; Job's ears, which grew on a tree; a frog in a tobacco stopper, and five hundred more odd relics!

SQUIRE'S COFFEE-HOUSE was in Fulwood's Rents, in Holburn, running up to Gray's Inn. It was one of the receiving houses of the "Spectator"; in No. 269 he accepts Sir Roger de Coverley's invitation to "smoke a pipe with him over a dish of coffee at Squire's." As I love the old man, I take delight in complying with everything that is agreeable to him, and accordingly waited on him to the coffee-house, where his venerable figure drew upon us the eyes of the whole room. He had no sooner seated himself at the upper end of the high table, but he called for a clean pipe, a paper of tobacco, a dish of coffee, a wax candle and the "Supplement" (a periodical paper of that time), with such an air of cheerfulness and good humour, that all the boys in the coffee-room (who seemed to take pleasure in serving him) were at once employed on his several errands, inasmuch

that nobody else could come at a dish of tea until the Knight had got all his conveniences about him." Such was the coffee-room in the "Spectator's" day.

THE COCOA-TREE was originally a coffee-house on the south side of Pall Mall. When there grew up a need for "places of resort of a more elegant and refined character," chocolate houses came into vogue and the Cocoa-Tree was the most famous of these. It was converted into a club in 1740.

WHITE'S CHOCOLATE-HOUSE, established by Francis White about 1693 in St. James street, originally open to anyone as a coffee-house, soon became a private club, composed of "the most fashionable exquisites of the town and court." In its coffee-house days the entrance was sixpence, as compared with the average penny fee of the other coffee-houses. Escott refers to White's as being "The one specimen of the class to which it belongs, of a place at which, beneath almost the same roof, and always bearing the same name, whether as coffee-house or club, the same class of persons has congregated during more than two hundred years."

Among hundreds of other coffee houses that flourished during the seventeenth and eighteenth centuries the following more notable ones are deserving of mention:

BAKER'S COFFEE-HOUSE, 58 Change-alley, for nearly half a century noted for its chops and steaks broiled in the coffee-room and eaten hot from the gridiron; BALTIC COFFEE-HOUSE in Threadneedle-street, the rendezvous of brokers and merchants connected with the Russian trade; the BEDFORD COFFEE-HOUSE, "under the Piazza, in Covent Garden," crowded every night with men of parts and "signalized for many years as the emporium of wit, the seat of criticism and the standard of taste"; the CHAPTER COFFEE-HOUSE in Paternoster-row, frequented by Chatterton and Goldsmith; CHILDS' COFFEE-HOUSE in St. Paul's Churchyard, one of the "Spectator's" houses, and much frequented by the clergy and fellows of the Royal Society; DICK'S COFFEE HOUSE in Fleet-street, frequented by Cowper, and the scene of Rousseau's comedietta, entitled *The Coffee-House*; ST. JAMES' COFFEE-HOUSE in St. James' street, frequented by Swift, Goldsmith and Garrick; JERUSALEM COFFEE-HOUSE in Cowper's-court, Cornhill, frequented by merchants and captains connected with the commerce of China, India and Australia; JONATHAN'S in Change-alley, described by the "Tatler" as "the general mart of stock jobbers"; the LONDON COFFEE-HOUSE, in Ludgate-hill, noted for its publishers' sales of stock and copyrights; MAN'S COFFEE-HOUSE, in Scotland Yard, which took its name from the proprietor, Alexander Man, and was sometimes known as Old Man's, or the Royal Coffee-House, to distinguish it from Young Man's and Little Man's, minor establishments in the neighborhood; NANDO'S COFFEE-HOUSE, in Fleet-street, the favorite haunt of Lord Thurlow and many professional loungers, attracted by the fame of the punch and the charms of the landlady; NEW ENGLAND AND NORTH AND SOUTH AMERICAN COFFEE-HOUSE, in Threadneedle-street, having on its subscription

list representatives of Barings, Rothschilds and other wealthy establishments; PEELES, in Fleet-street, having a portrait of Dr. Johnson said to have been painted by Sir Joshua Reynolds; the PERCY COFFEE-HOUSE, in Oxford-street, the inspiration for the *Percy Anecdotes*; the PIAZZA COFFEE-HOUSE, in Covent Garden, where Macklin fitted up a large coffee-room or theater for oratory, and Fielding and Foote poked fun at him; the RAINBOW COFFEE-HOUSE, in Fleet-street, the second coffee-house opened in London, having its token-money; the SMYRNA COFFEE-HOUSE, in Pall Mall, a "place to talk politics," and frequented by Prior and Swift; TOM KING'S COFFEE-HOUSE, one of the old night-houses of Covent Garden Market, "well known to all gentlemen to whom beds are unknown"; the TURK'S HEAD COFFEE-HOUSE, Change-alley, which also had its tokens; the TURK'S HEAD COFFEE-HOUSE, in the Strand, which was a favorite supping house for Dr. Johnson and Boswell; the TOLLY, a coffee-house on a houseboat on the Thames, which became quite notorious during Queen Anne's reign.

(To be continued)

## THE TEA REPORT FOR 1917-18

Official Record of the Varieties and Quantities  
Passed and Rejected During the Year  
Ended June 30, 1918

NEARLY 42,000,000 more pounds of tea were imported into the United States during the fiscal year ended June 30, 1918, than in the preceding fiscal period, according to the official annual report just issued by George F. Mitchell, Supervising Tea Examiner. For some time the trade has been speculating as to the disposition of the immense excess volume.

Some of the best informed tea traders seem agreed that the excess over other years can be accounted for by the probable increase in per capita consumption, by the large purchases made for the army and navy, by the stocks accumulated in warehouses in the United States by some of the bigger American and British tea packers, both for domestic and export trade, and by the increased exports before the export license system restricted the shipping of tea out of the United States. Tea men also point to the fact that at the beginning of the last fiscal tea year, the American market was practically bare of stocks, which made it imperative to bring in large supplies to meet demands.

The total increase in net imports is indicated in Table No. 3, which shows the pounds passed in the 1917-18 period as compared with the preceding period and the net gains or losses for each growth listed.

Another feature of Mr. Mitchell's report is,



## SUPERVISING TEA EXAMINER'S STATISTICAL REPORT FOR 1917-18

TABLE NO. 1—KINDS AND QUANTITIES PASSED AND REJECTED DURING YEAR ENDING JUNE 30, 1918.

VARIETY.	Pounds Examined.	Pounds Passed.	Pounds Rejected.	Pounds Rejected for Purity.	Pounds Rejected for Quality.
Formosa Oolong.....	17,957,489	17,932,889	24,600		24,600
Foochow Oolong.....	350,367	339,071	11,296		11,296
Congou.....	10,438,906	10,397,375	41,530		41,530
India.....	17,436,012	17,344,605	153,407		153,407
Ceylon.....	26,719,319	26,719,049	270		270
Java.....	28,273,602	28,205,898	72,704		72,704
Ceylon Green.....	178,221	178,221			
Ping Sney Green.....	8,381,763	8,372,371	9,392	7,309	2,083
Country Green.....	3,746,944	3,733,258	13,676		3
Japan.....	31,218,651	30,183,590	1,035,061		1,035,061
Japan Dust.....	3,140,158	2,172,675	967,483		967,483
Capers.....	876	876			
Scented Orange Pekoe.....	19,649	19,649			
Scented Canton.....	427,562	425,552	1,950		1,950
Canton Oolong.....	327,277	305,018	22,259		22,259
Flowery Pekoe.....	649		649		649
Totals.....	148,684,384	146,330,107	2,354,277	20,982	2,333,295

TABLE NO. 2—BY DISTRICTS, TOTAL EXAMINED, PASSED, REJECTED, AND WHY REJECTED.

DISTRICT.	Total Examined.	Total Passed.	Total Rejected.	Rejected for Purity.	Rejected for Quality.
Boston.....	7,036,637	7,036,257	380		380
Chicago.....	8,220,680	7,683,527	537,153		537,153
Honolulu.....	290,280	289,270	1,010		1,010
New York.....	43,643,914	43,494,458	149,456	16,487	132,969
Puget Sound.....	45,586,944	44,106,324	1,480,620		1,480,620
St. Paul.....	1,450,988	1,448,679	2,309	2,295	14
San Francisco.....	42,454,941	42,271,392	183,549	2,200	181,349
Total.....	148,684,384	146,330,107	2,354,277	20,982	2,333,295

REMARKS: These reports indicate rejections made by the Tea Examiners, and not the final rejections made by the U. S. Board of Tea Appeals. The statistics relative to India and Ceylon teas are only approximately correct, due to the fact that so many teas are entered as blends of Ceylon and India, but of course the total of the two represents correctly the amount of Ceylon and India examined, etc.

## COMPARISON OF QUANTITIES OF TEA PASSED IN 1917 AND 1918

TABLE NO. 3—SHOWING THE NET GAINS AND LOSSES BY THE DIFFERENT VARIETIES.

VARIETY.	1916-17 Pounds	1917-18 Pounds	Gains Pounds	Loss Pounds
Formosa Oolong.....	19,360,838	17,932,889		1,427,949
Foochow Oolong.....	1,092,252	339,071		753,181
Congou (China).....	8,413,172	10,397,375	1,984,203	
India.....		17,344,605		
Ceylon.....	28,464,807	26,719,049	15,598,847	
Java.....	2,140,284	28,205,898	26,065,617	
Ceylon green.....	149,681	178,221	28,570	
Ping Sney green.....	8,182,919	8,372,371	189,352	
Country Green.....	1,537,232	3,733,258	2,196,026	
Japan.....	31,749,084	30,183,590		1,565,494
Japan Dust.....	3,087,991	2,172,675		915,316
Capers.....	4,449	876		3,573
Scented Orange Pekoe.....	26,227	19,649		6,558
Scented Canton.....	493,659	425,552		70,107
Canton Oolong.....	322,171	305,018		17,153
Totals.....	105,026,733	146,330,107	46,062,625	4,350,331

that of the total 3,140,158 pounds of Japan dust offered for entry, nearly 1,000,000 pounds were rejected as being below the quality standard. This situation resulted from importers trying to avoid paying the one cent a pound duty which is levied on all tea sweepings and dust imported for industrial uses. Most of the rejections are teas that are just below the standard, and they are brought in under the consumption entry with the hope that they might pass and avoid the payment of

duty, but upon being rejected they are exported on paper and re-entered for manufacturing purposes when the duty of 1 cent a pound is paid on them.

Since the War Trade Board has restricted the importation of tea sweepings and dust for manufacturing purposes, it is inferred that the manufacturers are taking this means to get around the restriction.

A comparison of the number of pounds of tea

examined with the number rejected during the past six fiscal years shows that the percentage of rejects for 1918 was greater than any other excepting the 1916 period. The record follows:

COMPARISON OF LAST SIX FISCAL YEARS

	Pounds Examined.	Pounds Rejected	Percent Rejected
1913.....	95,539,667	1,461,787	1.53%
1914.....	92,180,467	841,595	0.91%
1915.....	95,306,854	948,475	0.99%
1916.....	100,536,526	1,768,573	1.614%
1917.....	105,981,158	951,425	0.9%
1918.....	149,684,384	2,354,277	1.58%

## THAT JAVA TEA REPORT

### A More Detailed Account of Commissioner Edwards' Impressions on His Visit to America

SOON after his return to Batavia last year from a visit to the United States and Canada in the interests of Java tea distribution in America, H. J. Edwards, the Java Tea Commissioner, published a comprehensive report of his trip, copies of which were released for public circulation in this country only recently. A digest of the report was published in this paper last February. The official report covers 38 pages about the size of this magazine, and goes into detail on the subject of "markets for Java teas in the United States and Dominion of Canada." Many things touched upon have little news value for American readers, although of interest to the Java planters. Commissioner Edwards opens his report with the following story of how the Commission began operations:

"The steadily increasing crops which have been produced in Java for several years and which reached their height in 1916, when the total production amounted to 94,096,474 half kolis, or 103,506,121 pounds, have been absorbed by the various markets of the world, with the exception of the United States and Canada, on a progressive and entirely satisfactory basis, but in respect to those places it has for a long time been apparent that some concerted action must sooner or later be taken to bring the claims of our produce prominently before buyers, and thus ensure Java receiving that share of the American trade which her importance as a tea-producing country warrants. Nothing was, however, done in the matter until early in the current year, when owing to an accumulation of stocks in the Island, consequent upon insufficient tonnage being available to take the produce to its usual markets, a meeting of those interested in production was called in Batavia, and the decision arrived at that immediate steps should be taken to exploit the American markets, the suggestion being that consignments should be made on account of the estates amount-

ing to about 10,000 chests, or 1,000,000 pounds. For this purpose a committee was formed, consisting of Messrs. W. C. London (Tiedeman & van Kerchem), F. Neuman (John Peet & Co.), J. M. J. Thole (George Welby & Co.), and H. J. Edwards (Tea Expert Bureau).

"It was finally arranged that shipments should be made with as little delay as possible by the Holland-Java Mail steamers, which had been diverted from the home run to the Pacific, and that the writer should at the same time visit America and Canada handling those consignments, and calling on buyers in all the important places in the interests of the Java tea industry. This work I was very glad to undertake, as the markets to be dealt with possessed great possibilities, and their failure in the past to adequately respond to the ever improving quality of Java produce was a matter of considerable surprise and disappointment, while at the same time I had confidence that, provided the right qualities of teas were offered, their acceptance would soon become general; for that reason in selecting the teas to be shipped I used the utmost care, avoiding the very commonest types or anything of a 'Kampoeng' nature.

"The first consignment went forward per S. S. *Rembrandt*, and I sailed from Batavia by the same steamer, having authority to deal with all shipments on their arrival at their destinations, distributing same as widely as possible, and in such manner as I considered best calculated to convince the trade of the sterling qualities of our produce, and lead to a satisfactory and permanent trade in the article. In the meantime the entry of Java, in common with other "foreign" teas, was prohibited into the United Kingdom, and subsequently a similar restriction was issued in Australia, thus making the successful introduction of our teas on a large scale into the American markets not only the more desirable but an absolute necessity."

#### MARKETS IN THE UNITED STATES

Mr. Edwards tells of the leading markets he visited in the United States and Canada, briefly stating their chief characteristics. In regard to San Francisco, he says that as compared with New York and other Eastern cities it is a black tea market of minor importance. He adds: "I found no serious prejudice against Java teas, and they have probably been used here as freely in the past as anywhere in America."

After describing trade methods in New York, Mr. Edwards reports that "We were fortunate that our teas arrived to an almost depleted market, consequent upon the cessation of exports from London and difficulties of transportation from Calcutta and Colombo, with the result that in practically every instance they met a good reception and sold at full rates.

"The general feeling regarding Java tea was only in a few cases hostile, and then generally because the common qualities had been almost exclusively bought and used only on account of their low price to bring down the cost of blends."

As to the future in the New York market, the Tea Commissioner says: "I am convinced that in future our produce will receive that consideration from blenders on its merits as tea which for the

greater part has been denied it in the past."

Of Philadelphia, the report has this to say: "Next to New York this (Philadelphia) is one of the most important black tea markets—there is one large distributing company with its long 'chain' of retail stores. \* \* \* This concern was not previously well disposed towards Java teas. \* \* \* Through the efforts of our representatives, however, they were finally persuaded to give our produce a trial. \* \* \* It is too early to know the result of this experiment, but from the class of tea selected I have every confidence they will in future be supporters of the Java article."

Mr. Edwards says one day sufficed for his visit to Baltimore, where he found few if any leading merchants who have not eventually interested themselves in the leaf teas offered.

The Java Tea Expert feels kindly toward Boston, where he evidently had a pleasant visit with one of the firm of a leading wholesale grocer (unnamed), to whom he sold 300 chests, including some of his finest marks. "These teas," says Mr. Edwards, "will be used for blends in competition with Indians and Ceylons, and the results I am sure will be judged without prejudice. \* \* \* I feel that nowhere else in the States was such careful interest taken in our teas; neither has, I think, any other buyer so deliberately endeavored to free his mind from a prejudice against Java tea which has existed in the States since the early importations of many years ago."

Grouping the other cities of the United States in one paragraph, Mr. Edwards closes the detailed description of them with this statement: "In all cities our teas have or will be shown, and in some, including Chicago (which he did not canvass), a fair business has been done." He expresses regret at not having had time to visit Chicago, Cleveland, Detroit, Toledo, St. Louis and Portland, Me.

Under the head of general remarks on the United States trade, Mr. Edwards gives it as his opinion that the consumption of black teas is increasing, though possibly at the expense of greens. He thinks the prospect for blacks is encouraging, because of the growing popularity of blends. He believes, too, that when national prohibition becomes a fact "tea will benefit in common with other non-intoxicating beverages." Further along the Tea Expert says that coffee is the national beverage, and there is no likelihood of its being supplanted by tea; "but our hopes for expansion seem to lie in the eventual total prohibition of alcohol, the gradual displacement of green teas, the popularization of our article through the efforts of merchants and blenders in supplying the public with a tea of good quality that pleases the palate, and perhaps, most important of all, the education of the housekeeper in the proper preparation of the beverage."

#### THE CANADIAN MARKETS

Mr. Edwards spent some time visiting the cities in Eastern Canada, and in Montreal found that Java teas have been used there to a limited extent for several years, but, "as a rule, only the commoner qualities, and it cannot be said that they were looked upon with great favor—my better class samples, however, opened the eyes of many buyers to the possibility of Javas replacing In-

dians and Ceylons of similar qualities." Mr. Edwards reports that he obtained unexpectedly good prices for some of his marks, which he says was "entirely due to the 'bare' state of the market at the time, and the question of price having become at the moment a factor of greater consideration than quality. \* \* \* Buyers of both French and British extraction reported well on their purchases, and there appears no reason to doubt that the Java trade in this place (Montreal) will show a satisfactory increase."

In Toronto, Mr. Edwards found a large packing firm "sympathetic towards Javas of the Pengalengan and other good types." In St. John, the Tea Commissioner found Ceylons firmly entrenched, and could make no sales of Javas, though he did leave some sample parcels. Prejudice against Javas does not exist in Halifax, Mr. Edwards reports, adding that he was able to dispose of all the tea he had available at that time.

As regards other cities in Canada, Mr. Edwards devotes little space to their tea characteristics. He dismisses Quebec as a small market, and "less practical in its tea buying than any other place in the Dominion." He did not get to Winnipeg and Vancouver, but in regard to the latter place he was advised the city was suffering from an "over-supply of Javas teas consigned by interests other than those I represented."

In his general remarks about Canada, Mr. Edwards says that consumption shows little or no increase during the past few years, but on the other hand the tendency is rather towards restriction, owing to the war.

Discussing the possibility of a Canadian embargo on all but British-grown teas, Commissioner Edwards says the consensus of opinion is that it will not occur. But he advises the Java planters to give serious consideration to the matter, because it involves "the possible loss of one of our few remaining markets, and as such it is too serious to be ignored."

#### ADVERTISING JAVA TEAS

On the score of propaganda for his enterprise, and for Java teas generally, Mr. Edwards reported as follows:

"News of the Java planters' action in making these consignments was pretty generally current in America before my arrival, as was evidenced by the many offers of assistance made to me by firms already importing or dealing in tea, as well as from others in no manner connected with the trade. Under the circumstances it was evident buyers would also be posted of our movements, so the necessity for any newspaper or general publicity campaign did not exist. I, however, thought it well to use a page in THE TEA AND COFFEE TRADE JOURNAL, which appears to be the most extensively read trade paper, which I retained for three months, and believe it was beneficial, especially my calling the retailers' attention to Java teas and preparing the ground for a sympathetic reception of them when offered by the wholesale houses. I had no authority to spend money for this purpose, so did not continue the advertisement, but feel sure that some announcement of interest regarding Java teas appearing in each issue of this and similar journals would well repay the small cost by keeping the merits

of our produce before the trade. Any attempt to popularize Java tea by appealing to the public direct, with the object of inducing customers to specify 'Java' when buying tea from the grocer or store, would require to be conducted on a comprehensive and systematic basis through the daily papers throughout the country. If persisted in this class of advertisement would doubtless do a great deal to assist sales, but the cost would be heavy, though it is claimed final results would more than compensate for same. \* \* \*

#### SOME OF THE RESULTS ACHIEVED

In summarizing the results of his trip, Commissioner Edwards said that "It is not easy to estimate the benefits that will accrue to the Java industry as the outcome of the producers' activity in invading the American markets with their teas, and this being followed up by the writer personally interviewing as many of the principal people in the trade as his time would permit, but they should be considerable and include the following:

"(a) A more intimate knowledge of our article and consequently the removal to a very great extent of a prejudice to it which has been of long standing;

"(b) The realization that our better qualities are capable of being used together with, or in substitution for, similar grades of Indians and Ceylons;

"(c) The enlightenment of the trade generally regarding the producing capabilities of Netherlands India, which had formerly been looked upon as a country of limited possibilities, and therefore scarcely to be considered seriously as a competitor with India and Ceylon;

"(d) The additional buying power established in Batavia, insuring that our produce will in future be more extensively pushed in the American markets than in the past, naturally resulting in a larger and more consistent business being done in the article."

#### A SUCCESSFUL EXPLOITATION

In reporting on the makes of tea comprising his consignments, Mr. Edwards stated that all were of a character generally suitable for American and Canadian requirements. "There were," he said, "two instances of Broken Pekoe Souchongs showing a flat, open leaf, and mixed with a large percentage of dust. These parcels sold at satisfactory prices merely because teas of any sort were in small supply."

In conclusion, the Java Tea Commissioner opines that "Looked at from every point of view I think our attempt to exploit the American and Canadian markets has proved a success; when the movement was initiated there was no prospect that it would prove an immediately profitable one, and those taking part were prepared to sacrifice their teas in order to gain benefits in the future, while the writer fully anticipated \* \* \* that probably sales would have to be made at discouragingly low prices. Owing to existing conditions, however, no sacrifice was necessary, and their enterprise has been rewarded by monetary gains, in addition to prospects of future trade to an extent even the most optimistic could not contemplate. \* \* \*

"There is, however, one point which causes me

anxiety, and to my mind constitutes a grave danger to the best interest of Java tea in those markets. I refer to the somewhat indiscriminate manner in which consignments have been rushed forward, and in many cases placed in the hands of firms or individuals for sale who have previously had little or no interest in the tea business. It will readily be seen that this must lead to such keen competition to sell one against the other as to play into the hands of buyers, tending to lower rates unduly and probably before such a decline is warranted by conditions. This danger will become more apparent in the future than it is at present, for it must be borne in mind that although Indian and Ceylon teas have so far this year only reached America and Canada in insufficient quantities, purchases in Calcutta and Colombo have been considerable, and towards the end of the year, if not sooner, the position from the buyers' standpoint will have much improved; it is when this situation becomes an accomplished fact that I consider our produce will need to be handled with the utmost care and judgment, and cannot help feeling very strongly that the real interests of Java would best be served by some sort of co-operative action by the producers and a concentrated selling organization, also on a co-operative basis, in America and Canada. Under these conditions I am sure results would be far more satisfactory than from the competitive system which threatens to minimize the final success of our campaign.

"Although, as already stated, our teas have been well received in all centers, this has been assisted through other growths being in short supply, we have undoubtedly obtained a firm footing in these desirable markets, of which the utmost advantage should be taken, and in trying to consolidate our position it must always be remembered that of black teas, both in the United States and Canada, Ceylon growths are the most popular, with Indians next in favor, and that all things being equal, they will at present be bought in preference to Javas every time. It is, therefore, obviously to our advantage that Java teas should always be available at a cent or two less per pound than those of competing countries until the trade had become more used to dealing in them; then eventually we may hope to see them purchased in competition and on a nearer equality of price with Indians and Ceylons."

#### COFFEE PROFITEERING IN ITALY

A recent dispatch from Rome, Italy, declared that because of dishonest speculation the price of coffee was being artificially increased. To offset the evil the Italian food administrator has requisitioned the coffee stocks and placed Brazilian growths at the disposal of traders at a price of 1,000 liras a quintal.

Coffee will occupy a prominent position in the National Agricultural Exposition to be opened at Guayaquil, Ecuador, October 8, 1918. The exhibits will include all native products, and gold, silver and bronze medals will be awarded. Cacao will also be shown.



## GREEN COFFEE RULES AMENDED

### New Regulations Provide for Greater Profits for Importers and Jobbers and Permit Certain Resales

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., July 26, 1918.

THE special regulations governing importers, wholesalers, retailers and all other dealers, either buying or selling green coffee, have been amended by the Food Administration, the new rules becoming effective July 24, 1918.

Besides changes in phraseology to make the meaning of certain passages more specific, the chief alterations are those permitting a larger profit for importers and jobbers and the application of the "combination sales" rule to two or more growths of coffee. Under the revised regulations importers are allowed 5 per cent profit, as compared with  $2\frac{1}{2}$  per cent, and jobbers  $7\frac{1}{2}$  per cent, as against the former 5 per cent limit.

It is understood that the amendments are the result of the combined efforts of the Coffee Division of the Food Administration and the coffee advisory board appointed early in June at the suggestion of the Food Administration. Henry Schaefer is chairman and Carl Stoffregen secretary of the advisory committee, while George W. Lawrence is in charge of the Food Administration's Coffee Division.

Here follow the revised regulations that went into effect July 24:

**Rule 1. LICENSEES ENTITLED TO REASONABLE PROFIT**—The licensee in any sale of green coffee shall take no more than a reasonable profit over the average cost of his entire stock of coffee, including spot, coffee in transit, and coffee to be shipped within forty days after date of purchase contract, and for which vessel room and insurance have been closed; provided, however, that in averaging he shall not include any coffee contracted to be sold.

Unshipped coffee for which freight and insurance have not been provided, or unshipped coffee bought F. O. B. in country of origin, shall not be included in averaging cost. Each growth of coffee shall be averaged separately.

The licensee in arriving at the cost shall include any gain or loss resulting from any actual hedging transaction on a coffee exchange. For the purpose of this rule an actual hedging transaction on a coffee exchange shall only include transactions in which the sale or purchase made is finally closed or offset.

In calculating the profit permitted by this rule, the licensee shall not include the gain or loss from more than one hedging transaction on the same lot or stock of coffee, but the position of this transaction may be switched from one month to another; provided, that all profits or losses from any hedging transaction, and all facts regarding

the switching of any hedge from one month to another, are included in the licensee's reports.

The licensee shall keep any speculative account of the Coffee Exchange entirely separate from such hedging transactions, and the gain or loss resulting therefrom shall not be considered in determining the cost of his hedged stock of coffee.

**NOTE:** Attention is called to General Rule 23, governing All Licensees, which prohibits the making of combination sales. Under that rule, combination sales of two growths of coffee, for example, Rio and Guatemala, at an average price, or at separate prices that would give an excessive profit on either, are prohibited.

**Rule 2. IMPORTER LIMITED TO PROFIT OF 5 PER CENT**—For the purpose of Rule 1 a reasonable profit for an importer shall not exceed 5 per cent gross margin over cost, plus any brokerage or commission actually paid, and the usual exship or instore and shipping charges actually incurred by the licensee on such coffee. If drafts against purchase are drawn in pounds sterling only the actual amount paid shall be used in figuring the cost.

For the purposes of this rule an importer is one who buys coffee in the country of origin, or coffee in transit to this country, irrespective of terms or conditions of delivery, and who resells such purchase as shipped, in any position, as a whole or in divided quantities without selection of specified chops. A jobber dealing in the foregoing manner shall be considered an importer.

**NOTE:** An importer's transaction is one in which an invoice is sold practically as shipped. For example, a sale of 100 bags, more or less, out of an invoice of 500 bags, in order to enable the seller to obtain the profit allowed to jobbers, will be considered as a violation of the Regulations.

**Rule 3. JOBBER LIMITED TO PROFIT OF  $7\frac{1}{2}$  PER CENT**—For the purposes of Rule 1 a reasonable profit for a jobber shall be  $7\frac{1}{2}$  per cent gross margin over cost, such cost and charges to be computed as prescribed in Rule 2. A jobber, for the purpose of this rule, is one who customarily sells coffee in one or more chops to wholesalers, roasters or other licensed green coffee dealers.

**NOTE:** The prescribed margin of profit does not apply to sales of 25 bags or less.

**Rule 4. REALES, WITH CERTAIN EXCEPTIONS, FORBIDDEN**—The licensee in selling green coffee shall keep it moving to the consumer in as direct a line as practicable and without unreasonable delay. Resales, especially if tending to result in a higher market price to the consumer, will be dealt with as an unfair practice. One resale from one importer to another is permissible, and on such resale the gross margin of profit shall not exceed  $2\frac{1}{2}$  per cent over cost, plus such charges as are stated in Rule 2. One resale from one jobber to another is permissible, and on such resale the gross margin shall not exceed  $3\frac{1}{4}$  per cent over cost, plus such charges as are stated in Rule 2.

**NOTE:** More than one resale will be permitted only under very exceptional conditions. The Food Administration realizes that conditions may arise where sufficient justification may be found to warrant further resales. Such resales, however, can only be made with the permission of the Food Administration. Full consideration for the issuing of such permission will be given when sufficient justification can be shown.

**Rule 5. MUST NOT HAVE MORE THAN 90 DAYS'**

**SUPPLY.**—The licensee shall not, without the written consent of the United States Food Administrator, or his duly authorized representative, keep on hand, or have in possession, or under control, by contract or other arrangement, at any time, green coffee in a quantity in excess of the reasonable requirements of his business for use or sale by him during a period of 90 days; provided, however, that this rule shall not prevent any licensee from having a carload of green coffee in transit in addition to a supply thereof sufficient to last until arrival of said carload.

**NOTE:** Green coffee to be imported into this country, but which has not yet arrived, shall not be included in calculating the 90 days' supply under this rule.

It may be found necessary to amend the above rule, requiring on proper notice a further reduction of stocks.

The reasonable requirements of the licensee shall be based *prima facie* upon the amount of green coffee handled by the licensee in the years 1916 and 1917.

**Rule 6. MUST NOT SELL OR DELIVER MORE THAN 90 DAYS' SUPPLY.**—The licensee shall not, without the written consent of the United States Food Administrator, or his duly authorized representative, sell or deliver to any person any green coffee if the licensee knows, or has reason to believe, that such sale or delivery will give to such person a supply of green coffee in excess of his reasonable requirements for use or sale by him during the period of 90 days next succeeding such sale or delivery; provided, that this rule shall not prevent the sale or delivery of green coffee to the Federal, State, county or municipal governments or to the Government of any nation at war with Germany, or the sale or delivery of a carload of green coffee to any licensee having less than a carload lot on hand.

**Rule 7. MUST NOT CHARGE MORE THAN THE CUSTOMARY BROKERAGE.**—The licensee shall not charge, directly or indirectly, a commission or brokerage on the sale of green coffee in excess of that which ordinarily and customarily prevails, under normal conditions, in the locality in which the broker's business is conducted.

**Rule 8. ONLY ONE BROKERAGE PERMITTED.**—Brokers shall not receive more than one brokerage on any sale, nor shall they receive an overage except where by force of circumstances they may have become principals through a misunderstanding or delay. When a broker closes out or sells coffee upon which he receives an overage, he must send to the buyer, and enter in his reports to the Food Administration, full particulars regarding such transaction. In cases where first-hand dealers (*i. e.*, importers, jobbers or licensees holding green coffee on commission) employ one broker as their exclusive broker, and such goods are placed to the interior trade through a local broker acting there as the representative of the sole broker of the principal, the licensee, under Rules 2, 3 and 4, may include under the item of brokerage such extra brokerage or commission as has been heretofore customary for the local broker. All invoices rendered by licensees to buyers of green coffee shall state the entire amount of brokerage paid, if any, on the transaction, and included in the price paid by the buyer.

**NOTE:** In the green coffee trade it has been customary for brokers, representing exclusively first-hand

dealers, to handle these accounts through outside brokers for the interior trade, and these first-hand dealers cover the cost to them of these outside brokers by an additional price, secured from the purchaser. As this custom has been long established, the Food Administration, pending further notice, will permit it to continue, but requires that the full amount of all commissions paid on a transaction shall be shown on the coffee invoices rendered by the seller to the buyer in every case.

#### CARLOAD SHIPMENTS—MINIMUM LOADING

**Minimum 60,000 pounds.** See Rule A-1, of Pamphlet XI, Special Regulations Governing Wholesalers, Jobbers, Importers, etc., of Non-perishable Commodities.

#### DEALERS ALSO GOVERNED BY GENERAL RULES

Dealers in green coffee are also governed by the General Regulations Governing All Licensees. Particular attention is directed to General Rule 22, which prohibits a licensee from buying green coffee from or selling green coffee to any person subject to license who has not obtained a license.

#### ROASTED COFFEE

Although roasted coffee itself has not been licensed it must be carefully noted that all persons selling roasted coffee are subject to the Food Control Act of August 10, 1917, and that this law expressly forbids unreasonable or excessive charges. If it is found that the trade is violating this law as to reasonable profits upon roasted coffee, prompt action will be taken and the Food Administration will also find it necessary to place roasted coffee under license.

#### COFFEE FOR EXPORT

In addition to its formal revised rules and regulations, the United States Food Administration also issued the following notice to all licensees dealing in green coffee: "In view of the present embargo on the export of green coffee, and the impossibility of determining whether any particular coffee will actually be exported, sales for future export must be governed by the margins governing licensees in domestic transactions unless the buyer holds a formal export license."

#### HOW CANADA REGARDS ITS TEA TAX

Shortly after the Canadian Government imposed a duty of 10 cents per pound on all teas, Leeson, Dickie, Gross & Co., tea importers, blenders and packers at Vancouver, B. C., advised their customers as follows: "This retroactive measure of imposing a duty on stock already in warehouses has no precedent in the writer's mind, but, nevertheless, it is justifiable in view of it being a war tax. \* \* \* We in Canada, aside from those who have lost near and dear ones, and those having loved ones at the front, are getting off mighty easy.

"This war tax will not lessen consumption, except as it may stop waste. Just as much tea will

be consumed. The tendency will be to buy the cheaper grades at first; but the tea lover will still demand good tea, so don't put out cheaper blends in order to lessen the cost; if you do you will eventually lose trade. Up until the recent difficulty in England of obtaining supplies, the demand held firm for good teas, irrespective of cost. Look at it this way: a tea costing primarily 20 cents, plus 10 cents war tax, the tax is 50 per cent, costing 30 cents, plus war tax 10 cents, the tax is 33½ per cent, and costing 40 cents, plus 10 cents war tax, the tax is 25 per cent. The better the value the less the tax."

### AMERICA'S BEVERAGE BILL

#### A Comparison of the Consumption of Tea, Coffee and Cocoa in 1917 with the Spirituous Beverages Drunk

THE annual report of the United States Bureau of Statistics, covering the fiscal year ended June 30, 1917, shows that the per capita consumption of coffee, as compared with 1916, increased about 1¼ pounds, and the importers' price rose one-half a cent. In 1913 the per capita consumption was 8.85 pounds. The total net import for the period was 1,264,355,633 pounds, as against 1,128,023,075 pounds in preceding fiscal year.

The per capita consumption of tea declined from 1.07 pounds in 1916 to .98 pound in 1917, while the net imports dropped from 109,075,461 pounds in 1916 to 102,739,095 pounds in 1917. The net importers' price fell off .10 of a cent a pound.

Imports of cocoa advanced from 243,231,939 pounds in 1916 to 338,653,876 pounds in 1917.

The consumption of beer per capita in 1917 was 17.94 gallons, which is an advance of .35 of a gallon over the 1916 fiscal period. In 1913 the per capita consumption was 20.62 gallons. The total volume consumed last year was 1,884,265,377 gallons, as compared with 1,818,275,042 gallons in 1916.

Wines showed a decline in the per capita consumption from .46 of a gallon in 1916 to .41 of a gallon last year. In 1913 the per capita consumption was .57 of a gallon.

The record for spirits showed an increase from 1.37 gallons per person in 1916 to 1.62 gallons in the 1917 fiscal year. In 1913 it was 1.52 gallons.

### RECORD PEANUT CROP FORECASTED

\*The largest crop of peanuts ever grown in the United States is predicted for this year's harvest. Department of Agriculture production forecasts show an increase over last year of 19,500,000 bushels, with a total of 79,704,000 bushels.

## THE ALIEN ENEMY ACT

### How the United States is Making War Upon Germany Through Economic Pressure in This Country

By A. MITCHELL PALMER

Alien Property Custodian

THERE are two ways of making war against an enemy. One is by force of arms; the other by force of economic pressure.

When a nation wages economic war it brings to bear upon the enemy every force it can muster to stop his supply of food, money and munitions, and thereby make him weak and impoverished.

The day the United States entered the war there was in this country millions upon millions of dollars belonging to Germans. It was invested in mines, factories, banks, steamships, farms, plantations, etc., etc. Its total amount might run into billions. We had no way of estimating then. But we did know that it was German gold that was colonizing industries here in America, and that it was good American money that was being shipped back to Berlin in the form of earnings to enrich the German nation, to fill its war chests, to help complete its great plan for a world control of commerce and industry.

When war was declared the army and navy started to mobilize men and guns, the Shipping Board to build the fleet; the War Trade Board to cut all commercial relations with the enemy; and the Alien Property Custodian to gather into the Treasury of the United States every penny of German-owned money that could be found. That is why the office of the Alien Property Custodian was created.

The duties of the Alien Property Custodian are exactly what the name implies, only, in addition to the work of taking over and administering holdings of enemies, he has been given power by Congress to sell outright those properties belonging to the great industrial and corporation classes of Germany planted here in America.

In order to help it is important to know just *what* is an "enemy" and *what* is "enemy" property.

Enemy property includes any and every kind of property, money, chattels, securities, lands, indebtedness, accounts receivable, etc., which belongs to an enemy. Even if the property is held in the name of another—by a dummy or in trust—if the real beneficial interest belongs to an enemy it is enemy property.

An enemy under the Act is:

1. Any person regardless of citizenship or place of birth, which is within the boundaries of Germany, Austria-Hungary, or their allies, or within the territory actually occupied by their



military or naval forces. A peaceful and law-abiding German or Austrian citizen residing in the United States is not an enemy; but an American citizen living in enemy territory is an enemy.

2. A person residing outside of the United States and doing business within the territory of enemy countries or their allies.

3. A corporation, if incorporated within the territory of enemies or their allies, or incorporated in any neutral country and doing business within the territory of enemies or their allies.

4. An official or agent of an enemy Government or any subdivision thereof.

5. All natives, citizens or subjects of Germany or Austria-Hungary interned by the War Department.

6. All citizens or subjects of Germany or Austria-Hungary resident outside of the United States who are (a) wives of officers, officials or agents of Germany or Austria-Hungary, wherever resident; (b) wives of persons within the territory (including that occupied by military and naval forces) of Germany or Austria-Hungary; or (c) wives of persons resident outside the United States and doing business within enemy territory.

7. Citizens or subjects of Germany or Austria-Hungary who are prisoners of war or who have been or shall be interned by any nation associated with the United States in the war.

8. Citizens or subjects of Germany or Austria-Hungary who since April 6, 1917, have disseminated, or shall hereafter disseminate propaganda to aid any enemy nation or to injure the cause of the United States, or who have assisted, or who shall assist, in plotting against the United States or any nation associated with the United States in the war.

9. Citizens or subjects of Germany or Austria-Hungary who are included or who shall be included in the "Enemy Trading List" published by the War Trade Board.

10. Citizens or subjects of Germany or Austria-Hungary who at any time since August 4, 1914, have been resident within enemy territory.

Three-quarters of a billion dollars' worth of property have been reported to the Alien Property Custodian at Washington to-day, but from our investigation throughout the country we know that there is much more not yet located. Here is where the citizens can render valuable assistance.

You can help the nation by mailing the Bureau of Investigation, Alien Property Custodian, Washington, D. C., reports or information on enemy-owned property in your vicinity. You are shareholders in this great combination trust company, department store and auction sale now run by the Government, and the larger you swell its holdings the more you will back up the Army and Navy now battling against the Hun.

NOTE:—Nos. 2, 6, 8, 9 and 10 apply only to persons resident outside of the United States.

#### ALIEN ELEMENT IN WELL-KNOWN TRADE FIRMS

An interesting insight into the enemy alien element in two concerns in the United States which have been manufacturing a German caffeine-free coffee is found in the cases of the Kaffee Hag Corporation and Merck & Co., the former producing Kaffee Hag and the latter Dekofa, and both manufacturing under patent rights granted by the parent German concern that controls the process.

The Kaffee Hag Corporation was found by the Alien Property Custodian to be half German-owned and Merck & Co. 80 per cent German-owned. The Kaffee Hag Corporation is at the present time a thoroughly American organization, the enemy interest having been taken over by the Alien Property Custodian, who has appointed directors to represent him in the management of the company. Merck & Co. are similarly controlled by the Custodian.

#### WOOLSON SPICE COMPANY NOW ALL-AMERICAN

With the purchase, late in July, of all the stock formerly held by the estate of Hermann Sielcken in the Woolson Spice Company, of Toledo, control of the company passed into the hands of Toledo interests, and the Alien Property Custodian's representative on the board of directors was retired. The deal also included stock held by a group of New York financiers and coffee men.

The transaction was put through by a syndicate of Toledo citizens, among whom are W. A. Brigham and J. W. Koehrmann, of the Woolson Spice Company; M. M. Miller, vice-president of the Home Savings Bank, and Frank and Robert Stranahan, of the Champion Spark Plug Company.

#### PREVIOUS COFFEE TRADE REORGANIZATIONS

As has been already told in these columns, the firm of Crossman & Sielcken, of which Hermann Sielcken was a partner, was dissolved in September, 1917, upon advice of Washington officials, who pointed out that under the Trading with the Enemy Act the firm's position would be untenable, because Mr. Sielcken's domicile was then Baden-Baden, Germany, which technically made him an enemy of the United States. The firm of Crossman & Sielcken was succeeded by the present Sorenson & Nielson partnership, the members of which were junior partners in the old concern. Sielcken's interests were taken over by the Government, to be held for the duration of the war.

G. Amsinck & Co., another large coffee com-

mission house, was the first to remove its enemy alien element. The company was reorganized April 3, 1916, and Charles A. Holder succeeded Adolph Pavenstedt as president later in the year. At that time Dr. Holder declared G. Amsinck & Co. to be an all-American concern. Since then Pavenstedt has been interned by the Government for the duration of the war.

## WHO'S WHO IN THE TRADE

### An Appreciation of J. F. Hartley, President of Carter, Macy & Co., Inc., New York

**J.** F. HARTLEY, the new president of Carter, Macy & Co., Inc., the old-established tea importing house, is a product of that famous training school for salesmen and executives, the Standard Oil Company. He was in the service of this concern for twelve years, during which time he laid an excellent foundation of experience to fit him for the important position he now occupies in the tea trade. As representative of the Standard Oil Company he circumnavigated the world three times. He spent two years in Mexico, four years in Australia, and visited Java, South America, the West Indies and Canada, with a short stay of about five months in Shanghai, China.

#### A REVOLUTIONARY DESCENDANT

Mr. Hartley was born in Illinois in the late seventies, and is descended from Revolutionary families. He was graduated from the high school at Decatur, Ill., in 1893, and for the next two years studied law. The following six years were spent with gas and electric companies in Illinois. It was in 1903 that he joined one of the subsidiary companies of the Standard Oil Company.

In December, 1915, Mr. Hartley became identified with The American International Corporation, a newly organized concern, the primary object of which is to encourage and foster American trade in foreign lands. In August, 1916, this firm acquired an interest in Carter, Macy & Company, and as a result of the reorganization which then took place Mr. Hartley was elected director of the tea concern, and subsequently president.

Mr. Hartley says that the Carter, Macy & Co. business appeals to him strongly because of its world-wide scope, and the fact that he has visited all the places where the company is represented. He has ambitious plans for the extension of the business, so that it may eventually occupy a position of supremacy in the world's tea trade such as has heretofore been held only by foreign

houses. He and his associates have already instituted many changes looking to a broadening of the scope of the business, in order that it may be of greater service to the trade. He is a firm believer of the wisdom of pushing quality teas, because they encourage consumption.

#### A FOREIGN TRADE ENTHUSIAST

Mr. Hartley's great ambition is to see the time when Americans will shake off their provincialism and take the part in the affairs of the world which their present development justifies. He feels that every young American's duty, after winning the war, is the acquisition of languages, and willingness to spend at least ten years of the earlier part of his life abroad. He also has a message for the young women of America, which is that they should resolve to be better pioneers, go willingly with their husbands to foreign lands and encourage them in every way possible. In his opinion one of the reasons for English and German success in foreign trade is that the women of these countries when called to foreign lands make the best of the strange conditions.

If Mr. Hartley has a fad it is navigation. During his travels he has spent about two years aboard ship, and he acquired a knowledge of navigation that is probably equal to that of the average merchant marine officer. As a traveler he always carried a sextant and a nautical library, together with a chronometer.

Mr. Hartley brings to his new work a knowledge of world trade which should make him exceedingly valuable to the firm he heads and a factor to be reckoned with in the tea trade.

#### BUMPER RICE CROP PREDICTED

According to reports received by the Southern Rice Growers' Association at Beaumont, Tex., this year's rice crop is in good condition and promises a considerably larger yield than last year, due partly to an increase of the acreage. One interesting feature of the situation is the big showing which California is beginning to make as a rice-producing State. The total acreage planted to the grain in the United States this season is in excess of 1,000,000 acres, which is the largest in the history of the industry.

#### RICE IMPORTS PROHIBITED

The importation of rice into the United States for domestic consumption has been prohibited by a recent ruling of the War Trade Board. However, rice can be entered in bond for transshipment to the West Indies or Central America if the details of ultimate destination are clearly set forth on the application for import license.

## SPICES AND EXTRACTS

¶ A department of particular interest to spices importers, grinders and dealers and manufacturers of flavoring extracts, perfumes and toilet preparations.

### THE WAR AND ESSENTIAL OILS

#### A Review of Market Conditions Governing Raw Materials for Flavoring Extract Manufacturers\*

By C. BEILSTEIN  
New York

I THINK that the flavoring extract manufacturer, whatever may have been his trials otherwise, is to be congratulated on the fact that up to this time he has had little cause to complain about the effect of war conditions, so far as his aromatic raw materials are concerned. This is conspicuously true of his chief staple among the oils—lemon.

The market prior to the outbreak of hostilities had been high on account of conditions in Sicily, but had begun to find its way back toward normal levels. In the panic immediately following the declaration of war the price was forced up to \$4.00 per pound by those who rushed in to buy without first stopping to think; but it did not take long to develop the fact that the Sicilian oils, instead of having ahead of them a period of high price levels, were to take their place among the materials which were to be depressed in value by the war rather than advanced.

Economic conditions in Sicily rapidly went from bad to worse, and for several years now they have been completely demoralized; but the lemon tree has gone right on bearing fruit as usual. The export of the fruit itself became more and more difficult, and the production of the oil, which does not depend on man-power to any great extent, has been carried on regardless of the question of immediate loss or gain. Meanwhile the world's demand for lemon oil had been practically cut in two at a single stroke, and as the remnant of the European consumption gradually disappeared, only one great outlet—America—was left. We have taken all we could use of the product and a great deal more; but we could not begin to take all there was, and the inevitable result was a heavy accumulation of stock, which could not be moved from the source even at the bargain-counter prices that have now been current for several years.

#### LEMON OIL CHEAPER THAN EVER BEFORE

While lemon oil about a dozen years ago, during a period of great over-production coincident

with depressed market conditions, dropped to considerably lower price levels than any reached during the present slump, I think it safe to say, that all things taken into account, the oil has recently been relatively cheaper than it ever was before.

If you consider that in the selling price of approximately \$1.00 per pound, there are at least two and sometimes three middlemen's profits or commissions; that it includes an import duty of 10 per cent as well as a small export duty at the other end; that it further includes an insurance premium which at times of acute submarine excitement has been as high as 15 per cent, together with a freight charge of 10 cents per pound and a disproportionately heavy cost of preparation for shipment, owing to the scarcity abroad of metal for containers, wood for box shooks, nails, straps and all the other accessories, which in large part have had to be shipped from here—I say if you take all this into consideration it requires no great stretch of imagination to realize how little has been left for the actual producer, the man on the ground, to repay him for having laboriously scratched his 800 or more lemons to obtain a single pound of his product.

The market, of course, has had a certain amount of support to keep values from disappearing altogether. In part this has been of the ordinary sort, through the medium of banking and mercantile syndicates for maintaining prices, while for the rest there has been the familiar agitation for Government aid and its occasional speculative effects. Nothing appears to have been accomplished, however, either as to restriction of the output or as to arbitrary regulation of the price; and the latest proposition has been for the Italian Government itself to buy up a large part of the accumulated stock for use as a turpentine substitute. This plan after investigation is said to have been declared feasible so far as the availability of the oil for the purpose is concerned, but whether anything will actually come of it remains to be seen.

#### PEACE MEANS HIGHER LEMON OIL PRICES

A further and somewhat important agent in keeping the market fairly steady has been the fact that, while there was nothing to warrant even a temporary advance except an occasional flurry of excitement due to submarine losses, or to such collateral causes as the recently ordered, but up to now practically inoperative, import embargo, anything like a serious break was bound to be prevented by the existence of a strong speculative interest, constantly ready to jump in with buying orders whenever the price receded below a certain point.

\* An address read before the ninth annual convention of Flavoring Extract Manufacturers' Association, New York, June 27, 1918.

This latent purchasing power will probably save the market from going any lower than it has recently been, and there remains to be said on this subject only that, waving aside all the general uncertainties ahead of us, it seems safe to predict that when the great turn finally comes, oil of lemon is sure to be one of the first of the commodities which have been depressed by the war to respond and be stimulated into a rapid and extensive advance, not merely by peace itself but by its reasonably certain approach.

There can be no doubt that there will be an enormous absorption of the oil by the countries which are now doing absolutely without it, and very much higher price levels must result as a matter of course. No one can tell when this will come about, but the manufacturer to whom this product is an indispensable staple can make no serious mistake by carrying what would normally be an excess stock while it remains so intrinsically cheap as it is at the present price.

#### THE OIL OF ORANGE SITUATION

Oil of orange has fared rather better. From the beginning of the war there was a heavy demand in Sicily for the fruit itself for the allied armies; and so long as this demand could be kept up the orange producer had little to worry about. As transportation facilities gradually broke down, however, and wood for the packing boxes became increasingly scarce, the oil problem began to reassert itself; but at no time has there been anything like an approach to the lemon condition. The Sicilian orange oil has on the whole been somewhat under-produced, and it has been able to make its own market, apparently without regard to the West Indian product, which has become a formidable competitor.

The production of the West Indian oil has spread from Jamaica, where it got its first substantial foothold, to a number of the other islands and has become an important industry. The product does not average in quality up to that of the Sicilian orange, but it has been a matter of surprise to many that the market should at times have shown a difference of almost, if not quite, \$1.00 per pound between the two oils. At its lower price the West Indian article is undoubtedly gaining ground steadily, and the future of the Sicilian orange oil is correspondingly problematical.

*(To be continued)*

#### EXTRACT MAKER'S SERVICE FLAG

\*The C. F. Sauer Company, flavoring extract manufacturer in Richmond, Va., has 23 stars on its service flag to indicate the number of employees now in service, one of whom is a nephew of President C. F. Sauer.

#### CASSIA FROM THE EAST INDIES

Exports of cassia from the Dutch East Indies to the United States during the first quarter of 1918 amounted to 111,696 pounds, against 944,338 pounds in the same time last year.

## SPICE ASSOCIATION MEETING

### President Littlejohn Tells Annual Gathering That Government May Restrict Imports— New Secretary and Treasurer Elected

AT the annual meeting of the American Spice Trade Association, held in New York on August 7, President Lomax Littlejohn said there has been a growing conviction that the Government will either embargo or restrict the imports of peppers and other spices. He stated, "This will doubtless result if such action will tend directly or indirectly to win the war," adding, "I am convinced that the members of the War Boards are capable and efficient, and have only this end in view, and if they decide for any reason that an embargo on spices is necessary it will come." He also said that the Spice Trade Association would cheerfully accept the situation with true patriotic spirit.

Other points touched upon by President Littlejohn were the change of import routes during the year from New York to Pacific Coast ports, which required readjustment of distribution methods involving increased expense to importers; the conference had with the War Trade Board by an association committee, composed of Messrs. McCormick, Clarke and Littlejohn; the addition of nine members to the membership during the year and the loss of three by death, leaving a total of 107; the appointment of Secretary William Archibald, Jr., as one of the purchasers of spices in the Quartermaster General's Office in Washington.

The contracts committee, J. H. Recknagel, chairman, reported changes in the tariff on peppers and the revising of the provisions for arbitration.

Three resolutions were offered and adopted. The first changes the date of the annual meeting to the second Wednesday in May of each year, the second on the death of William J. Kinsella (which is reported on page 164 of this issue), and the third concerned the appointment of a committee of five to offer the directors definite suggestions for the "creation of additional service to manufacturers and grinders" under the auspices of the association.

#### THE ELECTION OF OFFICERS

President Lomax Littlejohn, of L. Littlejohn & Co., and Vice-President John Clarke, of John Clarke & Co., were re-elected. Benjamin H. Old, of Old & Wallace, New York, former treasurer, was chosen secretary, to succeed William Archibald, Jr., and J. Melville Morris was elected to

succeed Mr. Old as treasurer. R. M. Littlejohn was selected to serve as a director for three years.

The members of the arbitration committee chosen for the ensuing year were: President Littlejohn, John B. Elliman, of Balfour, Williamson & Co.; Robert A. Watson, of Gillespie Bros. & Co.; Patrick Walsh, of Van Loan & Co., and Rutger Bleeker, of Rutger Bleeker & Co.

### GERMANY'S COFFEE PLANS

#### Teutonic Officials Are Already Preparing for the Economic Struggle Expected to Come After the War

THE German Government is already disclosing that it expects to continue its control of many lines of trade when peace comes. A recent issue of the "Berliner Tageblatt" contained a detailed story of the Government's plans for economic control. Government organization has already been definitely planned for groceries, fats, oils, rubber, hides, leather, textiles and shipping facilities.

"The organizations in question," says the "Berliner Tageblatt," "will be built on the basis of the present war organizations—not, however, in the way that these will simply be taken over, but more in the way of simplified amalgamations with regard to which new methods will be followed. The Wirtschaftsstellen, as the peace organization will be called, will not be made in the form of compulsory syndicates with financial participation, but more in a way that all industries involved in a certain district through their co-operative associations appoint delegates who become members of the Wirtschaftsstellen."

Regarding groceries, the statement maintains "there is no lack of them on the world market, but rather a surplus. The regulation should be in the hands of a board of interested parties under State control, and in each case permit should be given in order to prevent foreign firms entering the German market by aid of inland illegitimate trade.

"With regard to coffee and tea, a coffee import union and a tea regulation office (Wirtschaftsstelle) will be established in Hamburg, and for cocoa an office with two committees will be established. The rice organization will be more severe, as the Dutch mills are said to have amalgamated. Here a State purchasing company (Reichs-Einkaufs-Gesellschaft) will be formed."

### ROASTERS FACE FUEL REGULATION

It was rumored during the month that the U. S. Fuel Administration was considering an order requiring coffee roasters to use gas fuel instead of coal, as a conservation measure. If put into effect the order will probably be regional and will be issued in the fall.

### COCOA BEAN IMPORTS CUT

#### War Trade Board Restricts Amount to 30,000 Tons to Conserve Tonnage for Our Soldiers Overseas

THE War Trade Board has set the maximum amount of cocoa beans that can be brought into this country during the remainder of the calendar year at 30,000 tons. As the purpose of the order is to conserve tonnage the Board will not permit cocoa beans to be brought in from distant countries, and has made the following allocations of growths that will be admitted: Central America, 400 tons; Venezuela, 2,100 tons; Ecuador, 7,200 tons; Brazil, 8,000 tons; Hayti, 700 tons; Dominican Republic, 4,000 tons; other West Indies, 7,600 tons.

Nearly cocoas were given preference over others so that the market may be kept supplied by using as little tonnage as possible. Only importations for which allocation certificates have been granted to manufacturers will be allowed. No consignments or unsold cocoa will be possible.

Cocoa importers and brokers expressed their willingness to co-operate with the Government in every way at a meeting of the Cocoa Bean Importers' Association in New York shortly after the order came from Washington. R. A. Watson, of Gillespie Bros., presided at the first meeting, and A. M. Frame, of Frame, Leaycraft & Co., acted as secretary. Mr. Maillard, of the Food Administration, addressed the meeting, advising, among other things, that a committee of cocoa men be appointed to confer with the Food Administration at Washington.

An investigation of cocoa stocks in this country, conducted by the War Trade Board preliminary to this regulation of imports, showed stocks on hand sufficient, together with the 30,000 tons of permitted imports, to last until June, 1919.

### WILL FOSTER FAR EAST TRADE

C. M. Bishop, formerly head of the Far Eastern work of the American International Corporation, has been appointed chief of the recently organized Far Eastern Division of the Bureau of Foreign and Domestic Commerce, which is designed to stimulate trade with the Orient and to make commerce with Asia as general and familiar as it has become with Latin America under the Bureau's Latin-American Division.

Information regarding the needs of Far Eastern stations, their systems of credit and what they can send to this country in return for American goods will be gathered for the benefit of importers and exporters.

# GROCERY TRADE DIGEST

A Department containing the most important news happenings of the month of particular interest to Wholesale and Retail Grocers and boiled down for busy readers.

## NEW FOOD REGULATIONS

### A Digest of the Rules Promulgated During the Past Month by the United States Food Administration

HERE follows a brief review of regulations governing dealers in foodstuffs which were promulgated during the past month by the United States Food Administration.

#### DRIED BEANS AND DRIED PEAS

An amendment to Rule 1 of Special License Regulations prohibits the purchase or sale of new-crop dried beans, except for seed or for Federal, State, county or municipal governments, or for an Allied nation, before September 1 of the year covering such new crop if grown in the United States or Asia, or before June 1 if grown in South America, Porto Rico or Mexico.

An amendment to Rule 2, applying to dried peas, is practically the same as the foregoing, except the dates are July 1 and April 1, respectively.

#### CHEESE AND BUTTER

A modification of the rules governing cheese and butter permits larger profit margins, which for cheese now range from  $\frac{3}{4}$  cent a pound per carlot to  $\frac{3}{4}$  cents on sales of less than 100 pounds. For butter the margins run from 1 cent per pound per carlot to  $\frac{3}{4}$  cents on less than 100-pound sales. The maximum margins of profit recently announced as governing sales of cold storage butter have been extended to cover dealings in fresh butter, effective July 19, 1918.

#### ALIMENTARY PASTE AND BREAKFAST CEREALS

An amendment to Rule 1 of these sections, effective July 31, 1918, provides that manufacturers of alimentary paste and breakfast cereals shall not during August, 1918, use more than 70 per cent of the wheat, other than bran, shorts or middlings, used in August, 1917.

#### SELF-RISING FLOUR

A new Food Administration ruling provides that self-rising flour for bread-making purposes should be sold at the same margin of distributors' profit as other wheat flour. The cost of manufacture (not including milling cost) should not exceed 25 cents per barrel, including the cost of the self-rising ingredients used. This rule does not

include pancake flour or similar preparations in packages.

#### PURCHASE PRICE AVERAGES

Another ruling provides that under Rule A-5 of the Special License Regulations governing wholesalers, jobbers, etc., the licensee is not required to average the purchase price of commodities of different brands that are of a proprietary nature, even though the grade and size are the same, but may average if he desires.

## NEWS OF THE TRADE

#### TRAVELING SALESMEN ARE ESSENTIAL

Provost Marshall Crowder has given definite assurance that traveling salesmen representing folding houses and other grocery lines are exempt under the "work or fight" ruling.

#### MACARONI MAKERS ELECT NEW HEAD

The National Association of Macaroni and Noodle Manufacturers, at its fifteenth annual convention in Minneapolis in July, elected J. T. Williams, president of the Creamette Company, Minneapolis, as president of the association.

#### RICE COMMITTEE APPOINTED

E. A. Eignis and J. E. Broussard, of Beaumont, Tex., and J. H. Roman, of New Orleans, have been appointed a committee to assist in carrying out the recent agreements between the rice millers and the Food Administration.

#### NEW YORK ENDORSES 8 P. M. CLOSING

The campaign to close grocery stores at 8 P. M. each day is said to be meeting with great success in New York City. It is predicted that by the middle of August fully 20,000 retailers in Greater New York will be closing at the hour named.

#### PRICE OF RYZON HAS BEEN INCREASED

Early in July the General Chemical Company, manufacturer of Ryzon baking powder, an-

nounced to consumers, through a page advertisement in the "Saturday Evening Post," that the price of Ryzon had been advanced 5 cents a pound because of the increased cost of labor and materials. The announcement pointed out that the rate of increase was only 15 per cent, as compared with 33½ per cent advances made by some other manufacturers.

#### A GOVERNMENT SUGAR CORPORATION

President Wilson has approved the plan to form a \$5,000,000 sugar corporation to deal in some beet sugars and foreign sugars patterned after the British method of controlling wheat and flour. The object of the organization, which will probably be known as the Sugar Equalization Board, is to prevent any undue enhancement of the price of sugar to the consumer and to secure better distribution. The board is to be composed of Herbert Hoover, chairman; George Rolph, president; F. W. Taussig, Theodore Whitmarsh, George Zabriskie, Clarence Woolley and W. A. Glasgow, Jr.

#### MUST LABEL PACKAGE FOOD CLEARLY

Carl L. Alsberg, chief of the Bureau of Chemistry, has called the attention of shippers of fruits and vegetables to the necessity of clearly marking the contents of bags, crates, hampers and boxes containing farm produce and entering into interstate commerce. Failure to comply with the ruling will be prosecuted under the Food and Drugs Act.

#### RETAIL FOOD PRICES

The retail price of food for the United States on May 15, 1918, showed an increase of 3 per cent over the price of April 15, 1918, according to a report of the Bureau of Labor Statistics. Food was 63 per cent higher in May, 1918, than it was in the same month of 1913. The least increase was in potatoes, 38 per cent. Three articles show an advance of 100 per cent or more.

#### CONSIDERING SYRUP STANDARDS

Revising of definitions and standards for molasses and syrups is being considered by the joint committee on definitions and standards of the Department of Agriculture. A public hearing on the subject was scheduled for Washington for August 7.

#### MORE FOODSTUFFS ON HAND

Stocks of foodstuffs in dealers' hands are generally larger than they were a year ago. A

survey made July 1 by the Department of Agriculture shows increase in the most important foodstuffs excepting white flour, which was 51.1 per cent less than a year ago; buckwheat flour, 27.4 per cent less; rice, 41.1 per cent less; sugar, 22.8 per cent less, and canned corn, 12.1 per cent less.

Quantities of whole wheat and graham flour were 159.1 per cent larger than a year ago; rye flour, 244.8 per cent; cornmeal, 116.5 per cent; mixed flour, 100.8 per cent; corn, 56.1 per cent; barley, 36 per cent; rye, 27.9 per cent; beans, 73.1 per cent; rolled oats, 33.6 per cent; canned salmon, 17.5 per cent; condensed milk, 12.1 per cent, and evaporated milk, 36 per cent.

#### PATENTS AND TRADE MARKS

¶ Subscribers and advertisers may consult this bureau without charge except that postage for reply must accompany all inquiries; there are no fees for trade-mark searches.

Address all communications Patent and Trade Mark Service, THE TEA AND COFFEE TRADE JOURNAL

#### TRADE MARKS AFTER THE WAR

The Significance of a Copyrighted Mark or Label That Will Protect American Products

**A**FTER the war a copyrighted label, trade mark or brand that will identify a product as originating in the United States will be a big asset. Whether it is a carton of sugar, coffee, tea or spices, or even a silk hat, the purchaser will look for the copyrighted trade mark or brand to see if they are American-made goods. Label, sealed carton, stamp or plate, or whatever other device may be properly used to carry evidence of origination, will be used wherever possible. Probably "Made In America" will be the most popular slogan and purchasing guide.

When the slogan is in vogue purchasers will reason that the bulk goods offered in the retail store may or may not have been produced in this country. The labeled package may be easily identified.

Producers should label their goods in some unmistakable way so as to protect the interests of American products in America against any German product with its origination cleverly concealed or merely lacking any evidence of German identification. Labeled or declared goods

will be in demand as never before. The unnamed or unidentified grocery specialties will be looked on with suspicion and classed as doubtful.

## PATENT OFFICE RECORD

### Patents Granted, Trade Mark Applications, Certificates Issued and Labels and Prints Registered During the Month

[STAFF CORRESPONDENCE]

WASHINGTON, D. C., July 25, 1918.

HERE follows a complete record of the activities of the United States Patent Office during the month, in so far as they apply to the tea, coffee, spice and general grocery trades:

#### PATENTS GRANTED

*Coffee Percolator*—Arthur Hammerstein, New York City. (1,267,405.) A coffee percolator comprising a receptacle, a container for the ground or powdered coffee detachably connected with said receptacle and having a perforated bottom, a plurality of tubes extending into said container and through the coffee therein, perforated hollow members carried by said tubes and located near the bottom of said receptacle, an inverted cup located within said receptacle and having its open end resting upon the bottom thereof between said perforated hollow members, said cup being provided at its closed end with an exterior recess and a protection depending from said container and loosely fitting into said recess and permitting a limited tilting of said cup relatively to said receptacle. (Illustrated.)

*Percolator Heater*—Ora A. Colby, Wilkesburg, Pa., assignor to Westinghouse Electric & Manufacturing Company. (1,268,928.) In an electrical heating apparatus, a member defining a liquid-receiving well and having an integral, outwardly-extending flange, a heating element supported on the said flange, an annular member surrounding the first-named member adjacent to the said well, and having an outwardly-extending flange resting on the said heating element, means for clamping the said heating element between the said flanges, and a casing surrounding both of the said members and spaced therefrom. (Illustrated.)

#### TRADE MARKS REGISTERED

Here is a list of trade marks which have been registered and for which certificates have been issued:

"Guittard's Pure." (121,713.) Guittard Company, San Francisco. Ground chocolate, cake chocolate, tea, cocoa, cayenne pepper, mustard, pepper, sage and coffee. First use, Jan. 1, 1892.

"Hemlock." (121,703.) C. E. Coe Coffee Company, Memphis, Tenn. Coffee. First use, Oct. 15, 1917.

"Pecoto." (121,769.) The N. K. Fairbank Company, Guttenberg, N. J., and Chicago, Ill.

Vegetable oil product for salads and cooking. First use, Dec. 13, 1917.

"Figure of a king bearing a platter of coconuts." (121,787.) Kellogg Products, Inc., Buffalo, N. Y. Nut butter, margarin, cooking fats and salad oils. First use, Sept. 8, 1917.

"Kingnut." (121,786.) Kellogg Products, Inc., Buffalo, N. Y. Nut butter, margarin, cooking fats and salad oils. First use, Sept. 8, 1917.

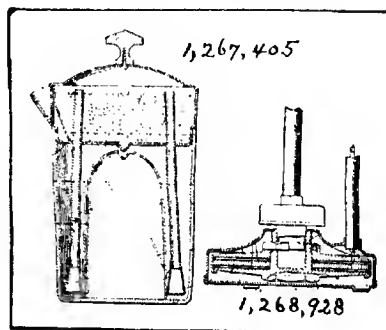
"Kingnut," figure of a king bearing a platter of coconuts. (121,785.) Kellogg Products, Inc., Buffalo, N. Y. Nut butter, margarin, cooking fats and salad oils. First use, Sept. 8, 1917.

Registered May 28, 1918.

"Hinode, Cranes." (121,906.) Seiju Kato

Yokohama, Japan. Tea. First use, Oct. 27, 1914.

"Oimatsu, Cranes, Sunset." (121,907.) Seiju



#### PATENTS GRANTED DURING THE MONTH

Kato, Yokohama, Japan. Tea. First use, Jan. 31, 1914.

"Haleyon." (121,955.) Seattle Grocery Company, Inc., Seattle. Certain named foods. First use, Nov. 3, 1916.

"Pasco." (121,942.) P. Pastene & Co., Inc., Boston. Olive oil. First use, Nov. 11, 1916.

"Selner." (121,921.) Meyer & Lange, New York. Mustard. First use, 1892.

"Lily White." (121,916.) R. H. Macy & Co., New York. Salad dressing. First use, 1896.

Registered June 11, 1918.

"Six-ex Hexagon." (122,010.) Boyce Extract Company, Inc., New York. Flavoring extracts for foods. First use, Nov. 1, 1917.

"Zesta." (122,017.) The N. K. Fairbank Company, Guttenberg, N. J., and Chicago, Ill. Vegetable oil products for salad oils and cooking. First use, Nov. 14, 1917.

"Omoto." (122,030.) The H. D. Lee Mercantile Company, Salina and Kansas City, Mo. Coffee and tea. First use, November, 1908.

"A B C." (122,032.) Mannel Caragol & Son, Inc., New York. Olive oil. First use, July 1, 1911.

Registered June 18, 1918.

#### LABELS REGISTERED

This is a record of labels which have been



registered and for which certificates have been issued:

"Pyramid." (20,635.) Kevork Arbadjian, New York. Coffee.

"Zatek." (20,650.) Pennsylvania Chocolate Company, Pittsburg, Pa. Cocoa.  
Registered May 28, 1918.

"Manhattan." (20,677.) Manhattan Baking Powder Company, New York. Cocoa.  
Registered June 18, 1918.

#### TRADE MARKS PENDING

The following trade marks have been favorably acted upon. Any person who believes he would be damaged by the registration of a trade mark, may within thirty days enter opposition to prevent the proposed registration. All inquiries per-

"Morning-Glow." (109,648.) Robert L. Gerhart, Lancaster, Pa. Tea, rice, cinnamon, all-spice, cloves, pepper and mustard.

#### WEEK ENDING JUNE 11, 1918

"A-La-Mode." (108,270.) Blanke Baer Chemical Company, St. Louis. Flavoring paste for foods.

"Commodore Biltmore," head of, building. (107,781.) The Bean-Site Company, New York. Flavoring extracts, etc.

"Somerset Club," figure of a club house. (109,346.) Shapleigh Coffee Company, Boston. Coffee.

"Sanrika." (109,838.) Chase & Sanborn, Boston. Coffee.

"Castle." (109,917.) Agosting Gabbini, San Francisco. Olive oil.

"Commodore." (110,455.) Park & Tilford, New York. Coffee.



TRADE MARKS WHICH HAVE BEEN FAVORABLY ACTED UPON BY THE PATENT OFFICE

taining to these marks should be addressed to THE TEA AND COFFEE TRADE JOURNAL, 70 Wall street, New York City:

#### WEEK ENDING MAY 28, 1918

"Honest Abe," head of Abraham Lincoln. (109,144.) Satvi Health Food Company, Long Beach, Cal. Instant coffee.

"Thrush," and figure of. (110,157.) Brewster Gordon & Co., Rochester, N. Y. Tea.

"Thistle." (110,158.) Brewster Gordon & Co., Rochester, N. Y. Tea.

"Vesper." (110,301.) Eugene Levering, Jr., Baltimore. Tea.

"Lord Calvert." (110,300.) Eugene Levering, Jr., Baltimore. Tea.

#### WEEK ENDING JUNE 4, 1918

"Kentucky Home" and picture of a home. (105,218.) Betterton-Rupert Coffee Co., Ashland, Ky. Roasted coffee.

#### WEEK ENDING JUNE 18, 1918

"Del Monte." (110,091.) California Packing Company, San Francisco. Canned rice, lobster, soup, tamales, spaghetti, crab, shrimp, Ravoli, peanut butter, mincemeat, pickles, noodles, olive oil, salad dressing, macaroni, tapioca, rolled oats, gelatin, dry rice, table syrup, glace fruits and canned oysters.

"Maid of Honor." (109,559.) Richardson Corporation, Rochester, N. Y. Cocoa, crushed fruits, fruit syrups, sundaes and shelled nuts.

"Figure of two women holding wheels." (99,263.) Mrs. J. Wiloit Fils, La Garenne-Colombes, France. Coffee substitutes, namely chicory.

"Oh, Boy!" (110,810.) Meyer Bros. Coffee & Spice Company, St. Louis. Roasted coffee.



## HOW TO HELP WIN THE WAR



¶ Practical suggestions for the solution of war-time problems by leaders in the tea and coffee trade. A digest of national activities in which all may participate or to which they may lend a hand.

"OUR TASK—TO WIN THIS WAR"—PRESIDENT WILSON.

### PREPARE FOR THE NEXT LOAN

**The Fourth Liberty Bond Sale is Only a Month Off, and Every One Should Be Getting Ready for It**

**N**OW is the time for every member of the tea, coffee, spice and fine grocery trades to begin preparing for the Fourth Liberty Loan. It is only a month off, and the total sum required is larger than any preceding campaign.

The issue of bonds for the fourth loan will equal or exceed \$6,000,000,000. The tentative date for opening the sale of the new certificates is September 28, ending probably three weeks later.

The need for money is urgent, and the Government has first call upon all our resources. The tea, coffee, spice and fine grocery trades made a splendid showing in the Third Liberty Loan, both for the amount of money they invested in bonds and for the spirit in which they went about gathering it. They should, and no doubt will, do even better in the fourth bond sale.

Some of the leading tea and coffee concerns have already begun to lay plans for the loan. During the third bond sale some novel and very effective selling campaigns were built up on short notice. With more time in which to prepare, new and larger plans can be developed that will place the trade even higher on the scroll of honor for the Fourth Liberty Loan.

Without making any rash prognostications or attempting to paint the chances of the Allies in too rosy colors, there is a possibility that this may be the "Victory Loan." Nearly 1,200,000 American soldiers are now in France, and more are landing every day. The way our boys drove back the Huns during the July drive and their earlier victories at Cantigny and Belleau Wood, together with the successes of the French and British, are sure signs, military experts say, that the fortunes of war have probably swung our way.

The industrial workers of the country will play a more important part than ever before in raising

the new loan. They have profited largely through the war. In many cases increased wages have far outstripped the advanced cost of living, so that the so-called "working man" is actually in better circumstances now than he was before the world conflict. He will be called upon to meet his obligations to the Government in full, and concerted efforts will be made all over the nation to canvass every industry.

### CHOCOLATE FOR OUR SOLDIERS

**Our Fighters Find It Invaluable as an Emergency Ration—How Our Army is Kept Supplied**

**S**OLDIERS, subsistence officers and dieticians agree that chocolate possesses a nutritive value which is invaluable as an emergency ration in battle. It has been demonstrated that one-quarter of a pound of chocolate will sustain a soldier for twenty-four hours, and will support life for forty-eight hours. Numerous are the stories of wounded men lying in No Man's Land maintaining life and strength on a bit of chocolate.

Soldiers going into the front line trenches are provided with a single piece of chocolate—not the milk kind, for that creates thirst, but the ordinary water variety. So valuable is chocolate that each man is cautioned not to waste it, and if he does not actually need it to bring the piece back for the man who is to relieve him.

The importance of chocolate in the diet of the soldiers at the front is described in a letter written by Corporal R. Derby Holmes, author of a "Yankee in the Trenches," to the American Chocolate Fund:

Next to smokes there is nothing so important for the soldiers as chocolate. In the first place, it is sweet, and the soldier craves for something sweet after stew, corned beef and biscuits, day after day. Secondly, although sweet, it does not create thirst, as does candy and other like things. It is durable and keeps—that is, until the soldier gets it—then it doesn't last long, for he goes for it like a drowning man for a life preserver. It is

most sustaining, and I could tell of an experience of mine where I was in a shelter with three other men for hours without food, except that one man discovered a bar of chocolate in his haversack. Maybe your donation will help your own boy in just such circumstances, or maybe your neighbor's boy—so give, people, give.

The American Chocolate Fund, which is composed of some of the best known patriotic women in the United States, with Ida M. Tarbell, the author, as honorary president, is organized to send chocolate to the U. S. Expeditionary Forces in France as a free gift from the American people. The Fund purchases it under expert advice from reliable manufacturers and turns it over to the Red Cross for distribution.

The value of chocolate to the soldier at the front has been so fully demonstrated that the public is urged to give liberally to this organization for this opportunity to strengthen our fighting forces. The Fund aims to send 1,000 pounds a week and to increase the size of the shipments.

The Fund is listed with the Charity Organization Society of New York City. Contributions should be sent to the American Chocolate Fund, 4 West Fifty-seventh street, New York City.

#### ENLIST YOUR FACTORY BOILER

Another reminder that the fuel problem will begin to loom larger as the cold days approach is the new slogan of the United States Fuel Administration, "Maximum production with minimum waste." In other words, operate all industries at full capacity, but at the same time make a pound of fuel perform its maximum service in light, power and heat.

The Fuel Administration has inaugurated a nation-wide campaign for fuel conservation in power plants of all kinds, and is forming committees in every State in the Union to carry on the work. In addition to supplying boiler inspectors, etc., the Administration has prepared the following series of official bulletins for factory owners and operators: Boiler and Furnace Testing, Flue Gas Analysis, Saving Steam in Heating Systems, Boiler Room Accounting Systems, Saving Steam and Fuel in Industrial Plants, Burning Fine Sizes of Anthracite, Boiler Water Treatment, Oil Burning, Stoker Operation.

#### MUST NOT COMPETE FOR LABOR

The War Industries Board disapproves of manufacturers using competitive peace-time methods in the procurement of labor, resulting in the withdrawal of labor from war industries. If persisted in the Board, through its Priorities Division, will withhold priority assistance from employers who pursue such methods.

### IN THE EDITOR'S MAIL BAG

#### Here Will Be Found Letters from Readers Who Say Something Worth While

ONLY letters are published in this column which deal with subjects of general trade interest. Readers should remember whenever they write us they can best serve themselves and us by being brief. We find it impossible to print many letters because of their length.

#### COFFEE THE MOST ESSENTIAL DRINK

The following letter from an highly esteemed subscriber in Shizuoka, Japan, is interesting because the writer seems to have missed the point of the editorial which he criticises so severely. As is well known to the average reader, this paper carries no brief for coffee as against tea, nor for tea as against coffee. We stand committed to every right and proper thing that is likely to increase the consumption of both tea and coffee in America. The editorial to which our correspondent objects said, in effect, that because America consumed ten times as much coffee as tea, coffee was unquestionably our most essential drink, and, if necessary, for the greatest good to the greatest number, and as a war-time measure we should be willing to forego the use of tea before giving up coffee:

SHIZUOKA, JAPAN, June 12, 1918.

W. H. Ukers, Editor, THE TEA AND COFFEE TRADE JOURNAL.

MY DEAR MR. UKERS:

Your editorial on pages 458 and 459 of your May, 1918, issue might consistently have been headed, "Knock the Tea Interests and Boost the Coffee Interests and Win the War," and a few more special coffee propaganda of this nature and bias should not appear in your interesting journal unless you change the title of it to "The Anti-Tea and Pro-Coffee Trade Journal."

Yours faithfully,

OTIS A. POOLE.

#### THE JAVA TEA COMMISSIONER'S REPORT

The following letter from H. J. Edwards, the Java Tea Commissioner, who visited America last year, refers to a digest of his report furnished us by a Hongkong correspondent and published in our February issue:

BATAVIA, May 2, 1918.

William H. Ukers, Esq., Editor, THE TEA AND COFFEE TRADE JOURNAL, New York.

DEAR SIR:

I do not know who your Hongkong correspondent is, but his so-called "excerpts" from my report regarding Java teas in America have misled you into attributing to me in your February edition certain claims which I have not made,

while in consequence your comments are such as I think you would not otherwise have made. The report referred to was a confidential one and not intended for publication, otherwise you would have been furnished with a copy, as I promised, provided it might be published. In view, however, of the garbled and erroneous statements made by your correspondent, and in order that you may judge for yourself as to the correctness of my view of the position, I have pleasure in sending you a copy herewith. It is obviously unsuitable for reproduction in your journal in its entirety, but anything not of a personal nature which you may consider of real interest to your readers you are at liberty to extract, and in the event of your doing so you will no doubt take care that such extracts are correct.

Very truly yours,

H. J. EDWARDS.

[Mr. Edwards' report (excluding the "mis-nit-able" and omitting the personalities as he requested) is printed elsewhere in this issue. Our readers can peruse it at their leisure, compare it with our previous digest, and then form their own opinion. We do not consider that anything in his printed report alters the correctness of the conclusions arrived at and expressed in the editorial to which he takes exception. However, we shall have more to say along this line in a subsequent issue. Meanwhile we merely wish to point out that this is a case where it would have been better to have given out the report for publication in the first place; frankness in matters of this kind is always better than "secret diplomacy," particularly where trade organizations or propaganda are concerned.—THE EDITORS.]

#### MORE ABOUT ECONOMICAL COFFEE GRINDING

Edward Aborn, of Arnold & Aborn, New York, again takes up the defense of the home coffee grinder, answering A. L. Burns' letter in our June issue. It will be remembered that Mr. Burns disagreed with Mr. Aborn's article in the May issue entitled "How the Roaster Can Help," in which it was said that the factory grinding of coffee is an unnecessary use of metal, capital and labor, as compared with home grinding. Here is Mr. Aborn's answer to the criticism:

NEW YORK, July 25, 1918.

Editor, THE TEA AND COFFEE TRADE JOURNAL.

DEAR SIR:

Mr. A. L. Burns' letter in your June issue contains a clear contradiction of its own reasoning. He says, "It is the little home grinder, used only for a few minutes daily, which represents a waste of metal, capital and labor except for the greater satisfaction obtained from coffee ground just before it is used."

Mr. Burns' naïve use of the word 'except' fails to obscure or qualify the essential fact he admits, to the effect that the Little Home Grinder conserves the value of the coffee. A conservation

method for one of the great resources of the country, in time of war or peace, insuring its quality and saving it from the admitted loss of value produced by other methods, cannot, by any stretch of logic, be called a waste, or anything but an economic gain of the utmost significance.

In addition to the waste of quality, factory grinds produce other losses offsetting Mr. Burns' arguments. The shelving of thousands of home mills, a common possession in the homes of the country, and making idle the mills in all grocery stores, many of them expensive electric outfits, represents a waste of capital and metal of no small size. To-day, in our factories, when the difficulty of obtaining hands grows daily more laffing, the additional burden of more labor needed, because of a substitution of factory work for home work, would intensify the industrial strain, and is contrary to the Government's efforts in the opposite direction of utilizing surplus home labor. If the housewife delivers her own parcels as a war service to save labor and cost, it is certainly a still greater war service to save labor, cost and quality by the grinding of coffee in the home. There is also the saving of fuel, etc., in hand power over factory power.

As to the capital investments made necessary, figure up the amounts expended during the years of the war period for expensive factory grinding machinery by roasters, many of whom regard the expense as an unnecessary and damaging charge, and discover how many Liberty Bonds or War Saving Certificates the total would buy.

I cannot believe that any man conversant with the roasting business will seriously compare the feasibility of the simple, mechanical process of home grinding with the delicate cooking process of roasting, requiring at least a nice degree of judgment in regulating the fire and developing the shade, highly improbable in the home. I recently heard a Southern housewife describe the uncertain and unsatisfactory results, and destroyed batches of coffee in homes where the old practice survives.

Obviously, home grinding, necessary to quality and easily feasible, is wholly different from roasting not necessary to quality, often destructive and generally impracticable. The roasted coffee berry, previous to being ground, has a protective structure which, under right care, effectively retains the vitality of flavor for the time reasonably necessary to reach the consumer.

The vast difference in deterioration between bean and ground coffee is in plain evidence in every store. Take a package of each out of a case of any brand in a grocery store and leave it to anyone, from a child up, to pick the "present and living" from the "dead and gone." I have demonstrated it repeatedly with actual packages, duly verified, to many, including members of the trade, and the extraordinary difference has never failed to incite strong expressions as to the ground being commaratively a damaged product.

It is passing strange that so plain and well acknowledged a fact, of such vital relation to the welfare of coffee, is not unanimously and continuously furthered by all trade factors, *because* (not *except*) it gives the consumer that "greater satisfaction" of a greater product, the very spring itself of a greater business.

Very truly yours,

EDWARD ABORN.



# THE TEA & COFFEE TRADE JOURNAL



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## OUR BUSINESS CREED



We believe the basic principle on which a trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.

We believe in the application of the TRUTH to the editorial, news and advertising columns.

We believe in the utmost frankness regarding circulation.

We believe the highest efficiency can be secured through a CIRCULATION OF QUALITY rather than of quantity—that character and not mere numbers, should be the criterion by which the value of a publication should be judged.

We do not publish free reading notices or paid "write ups."

VOL. XXXV

AUGUST, 1918

No. 2

## THE THINGS FOR WHICH WE FIGHT

What we seek is the reign of law, based upon the consent of the governed and sustained by the organized opinion of mankind.—WOODROW WILSON.

## JAVA TEAS IN THE UNITED STATES

Java teas were first introduced in the United States about ten years ago, but only in the past three or four years have these teas made much headway or been used to any extent by the tea-drinking public in this country. This seems to have been due to the fact that users of black teas favored the Ceylon-India types, and the earlier importation of Java tea in cup quality resembled more closely the Congou teas from China.

During the past few years, however, the quality of Java tea has shown a marked improvement, following more closely, both in style and cup, the Ceylon teas, which are still the favorites among users of black tea in the United States.

There is undoubtedly a steady and increasing demand for Java tea, although these teas have by no means supplanted the Ceylons and Indias, which are still in active

demand on account of their desirable cup qualities and the fact that the shippers of these teas study this market and ship only those grades which are suited to local requirements.

Unfortunately for the producers of Java teas, this same care and discrimination has not been used by the shippers from Batavia, and during the past year in particular what appears to have been unlimited, ill-advised and uncontrolled consignments of Java teas have been made in the United States. Grades not at all marketable here have been shipped in large quantities, resulting in flooding the market with teas not salable, thereby depreciating prices and injuring the reputation of Java teas, which reputation for quality and value was just beginning to be established.

One of the most unfortunate phases of the present situation seems to be that a large proportion of recent shipments have been consigned; and consigned not to firms having any direct relation with the tea trade, but to firms or individuals to whom "tea was simply tea," and who, having no direct interest in seeing that this industry flourished and prospered, simply "dumped" these teas on the market to the highest bidder. The result has been that prices of Java teas have dropped to levels they should not and could not have reached had a different policy been pursued. Had the producers of Java tea worked in harmony and cooperation with those firms in the United States having the best interests of the tea industry at heart, the latter would have seen that only those quantities and grades were imported that were adaptable to and readily salable in this market, and at prices that would have shown a fair profit both to the producer and the importer.

It would seem highly important in the future that these facts be borne in mind if the producers and shippers of Java tea wish to see their product take a place in the United States where it rightfully belongs.—H. A.

#### WHITEWASHING MR. BECKMANN

We find it hard to understand why some of the Coffee Roasters' Association officials appear so anxious to whitewash Alfred H. Beckmann for his ill-advised utterances classing coffee and spices as non-essentials. It seems to us that the best interests of the trade demand that these sentiments be rebuked—not condoned.

The facts in the case, which have been nowhere published, as far as we know, are that Mr. Beckmann, at the Wholesale Grocers' convention furnished a newspaper association having over 4,500,000 readers a statement in which he said: "Its (the National Wholesale Grocers' Association) first and only purpose seems to be to impress conservation and the necessity for the merchant to assist in helping to win the war; *that less essentials be dispensed with* and that all possible man-power be utilized, that if necessary *we dispense with the use of coffee and spices* now being imported from foreign countries, namely, Brazil, in order that those ships may be used to transport our troops and supplies."

This statement furnished the basis for an editorial, which, with Mr. Beckmann's picture, was sent to the 300 odd newspapers receiving the news association's service. Incidentally, the editorial declared a coffee famine could do no harm, and inferred that profiteering was likely to occur in the coffee trade. It was reprinted in many papers outside the news association's clientele and furnished the text for a number of facetious newspaper paragraphs, all of which played up the non-essential idea and sought to discredit coffee as a beverage. It would not be possible to estimate in dollars and cents the damage done coffee by Mr. Beckmann's statement.

It is passing strange that all the National Coffee Roasters' Association did about the matter was to issue a Bulletin item saying that Mr. Beckmann had assured them he had been misquoted and that he (Beckmann) "had given explicit instructions to the newspapers which published the article to give the widest possible publicity to correcting it." It does not seem to have examined into the real facts of the case, for our investigation has discovered that Mr. Beckmann was not misquoted, and apparently no correction has been published, despite Mr. Beckmann's "explicit instructions."

In other quarters there was an attempt to befog the issue by having it appear that Mr. Beckmann had been misquoted on the subject of a shortage of coffee and profiteering in coffee. The editorial did not quote Mr. Beckmann on these points. It simply made its own deductions based upon what he said. The Wholesale Grocers' Association Bulletin sought to further camouflage the matter by putting the blame on the newspaper men, giving coffee a handsome endorsement and adding, for good measure, a statement that the United States Food Administration had ruled that "coffee was a food." As a matter of fact, there has been no specific ruling on this point. Coffee is recognized as a food commodity by being licensed and put under the control of the Food Administration. This act, however, would seem to establish its position as a food commodity and a food essential. Friends of Mr. Beckmann also busied themselves by spreading the report that the poor man had been woefully misquoted and his interview terribly garbled.

Now, we believe Mr. Beckmann to be a good secretary for a Wholesale Grocers' Association, but we also believe he should confine himself to the duties of that office. It has been hinted that he is unfriendly to coffee, but whatever his personal feelings are, he has no right to go about the country giving out interviews in his official capacity and belittling a product which is one of the principal mainstays of every grocery business. The thing that hurts the trade is that Mr. Beckmann classed coffee and spices as non-essentials. That's the crux of the matter. Who is Mr. Beckmann that he should thus lightly dispose of one of the most important of the nation's industries? Is his knowledge of the coffee business so profound and are his sources of information so good that he knows just what is in the minds of the Food Administration officials, and so feels privileged to speak for them as a kind of Oracle?

The question is simply this: "Did Mr. Beckmann say the things about coffee and spices quoted in the news association editorial?" Apparently he did, as the association claims to have it from him in his own handwriting. Wherefore, it seems to us Mr. Beckmann should be properly admonished by President Davies, or the executive board of the National Wholesale Grocers' Association, and that this habit of rushing into print with irresponsible utterances, as evidenced in this case, should be roundly condemned by the National Coffee Roasters' Association.—W. G.

#### AMERICA'S GROWING TEA CONSUMPTION

The annual report of the Supervising Tea Examiner shows we imported about 42,000,000 pounds more tea in 1918 than during the fiscal year 1917. With an embargo on tea exports, why this increase? Are the American people drinking more tea? Or is it being stored in warehouses?

It is most undoubtedly a fact that tea consumption in the United States is increasing so far as the civilian population is concerned, while the army and navy requirements are, of course, much larger than ever before, and will naturally continue to make increasingly large demands upon available stocks here.

The actual quantity of tea re-exported is also larger than ever before, as can be seen from the official records of the Treasury Department. There does not appear to be any specific embargo against exports, for, although it is necessary to procure export licenses, applications for these may be delayed, but eventually are acted upon favorably.

A little over a year ago it became apparent to many of the leading importers, distributors, blenders and packers that a tea famine was actually impending. Prices had gradually risen on account of advancing freights, but buyers were indisposed to carry large stocks in the hope that there would be a change in conditions, causing a downward revision. In consequence of this attitude working stocks had dwindled to the vanishing point. Anyone forced to go into the market for tea found that holders of the available supplies did not hesitate to take advantage of the extraordinary scarcity, which resulted in inflated prices being asked and paid. Naturally the victims of this rapacity firmly resolved never to be placed in a similar predicament if it could be

avoided. Hence, practically every one of them immediately began to set his house in order for the next twelve-month by placing large import orders in the countries of production. Many of the American buyers contracted for the entire output of certain favorite gardens for months ahead, in some cases as much as a full year. Some of the largest importers with adequate financial and shipping facilities purchased huge blocks of tea, representing accumulations at the primary ports. Naturally all these extraordinarily large import orders were rushed forward from the original points of shipment at the very earliest opportunity, with the result that the import figures of the Treasury Department show an abnormal increase.

As a specific instance, take the shipment imported by one of the large tea-packeting concerns, amounting to 24,000 chests of Ceylon tea, approximately two million pounds. It is known that this concern's importations were so large that they experienced the utmost difficulty in warehousing the tea; in fact, they had to resort to placing a large quantity under canvas alongside of the railroad tracks in northern New Jersey. Many other blocks of similar nature could undoubtedly be traced to similar sources.

It is reasonable to suppose that a large quantity of this surplus is still on hand in bulk as reserve stocks against any eventualities, such as import embargo, restriction of imports or curtailment of shipments through any other cause. Bearing in mind the many uncertainties with which the tea trade has had to contend it was most natural to provide against them and anyone able to do so certainly used only ordinary good business prudence. It is not on record that any profiteering has been perpetrated, although on the face of it, it may seem that such would have ensued had not the aggregate quantity been so large as to automatically preclude anything of this nature. In this connection it might be said that the very large addition of Java tea to our annual tea imports was primarily responsible for keeping prices within reasonable bounds. Had there been no larger imports of Java tea than during 1916 our aggregate tea imports would have been only about 10 per cent above normal requirements, and profiteering then perhaps would have been possible.

To further account for a part of the excess imports it would appear that a fairly large quantity of tea has been shipped here on consignment for the account of London interests, presumably for re-export to South America or Canada. Some of these parcels have been actually re-exported by London concerns who purchased them from London owners, although the tea was stored in American warehouses. This, of course, is owing to the fact that the London exporters having trade in South America find this the only way in which they can retain their South American connections, because no tea of any kind is permitted to be exported from the United Kingdom since the embargo took effect there early in 1917.—S. C.

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#### GERMAN KULTUR AND COFFEE

Surely the evil that men do lives after them. Witness the case of Hermann Sielcken, erstwhile German coffee king of America, who, speaking as an honored guest before the National Coffee Roasters' Association convention in Chicago, November, 1911, calmly assured his hearers that the trade papers (including this one), which were then beginning to tell the truth about the valorization enterprise, were not to be believed in. Subsequently when these same trade papers proved his undoing he retired to his "native country, Germany," where it is said much of his ill-gotten gains were taken from him by the Kaiser. To-day the one thing that persists to remind us of this man's dominant personality is the valorization idea, which in some form or another is constantly bobbing up either in connection with coffee or cocoa. And the curious part of it is that it still fascinates those "merchants in the best sense" here and in South America that Sielcken sought to impress with his policy of Teutonic ruthlessness and utter disregard for the rights of others. Mr. Sielcken typified in the coffee business the same brand of kultur that all the civilized nations are to-day engaged in fighting.



## MISCELLANEOUS TRADE NEWS

A Department Covering the Activities and Developments of the Manufacturing Tea, Coffee, Spice and Fine Grocery Interests and the Supply Trades

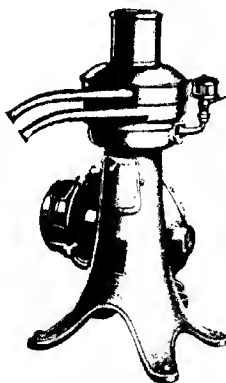
### TWO NEW EXTRACT MACHINES

#### A Brief Description of an Emulsor for Non-Alcoholic Flavors and a Centrifugal Clarifier

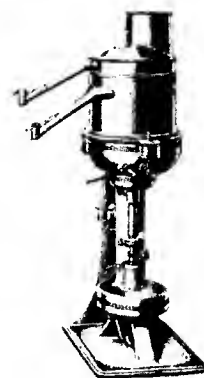
IN his address on non-alcoholic pure flavors at the recent convention of the Flavoring Extract Manufacturers' Association, Dr. R. O. Brooks attributed much of his success in preparing such flavors to the "De Laval Emulsor," which is pictured on this page.

The manufacturer of this machine, the De Laval Separator Company, of New York, says that the particular feature of the "Emulsor" is that the machine's bowl, which revolves at 10,000 r. p. m., discharges the emulsion in four paper-thin sheets, and breaks up the flavoring oils into such fine particles that an even distribution of oil is obtained. The manufacturer claims that the machine can prepare non-alcoholic flavors much better than by means of beating machines, and that the emulsion will have greater stability. Terpeneless flavors, suitable for domestic or household use, can be prepared without the use of gum, but all flavors made from whole oils will have to be held in suspension by the use of gum arabic, gum tragacanth or Iceland moss.

**THE DE LAVAL EMULSOR**  
This machine is used in the manufacture of non-alcoholic flavoring extracts.



with this machine flavoring extract makers can prepare non-alcoholic flavorings that will not ferment or mold, and at the same time contain a very small percentage of gum. This process is said to be quicker and more convenient than any other now in use.



**THE DE LAVAL CLARIFIER**  
Equipment used to clarify and filter alcoholic flavoring extracts.

Another machine made by the same company is called the "De Laval Centrifugal Clarifier and Filter," which is being used largely by flavoring extract makers in connection with alcoholic flavoring extracts. As is well known, vanilla beans are extracted with strong alcohol. Afterward the alcoholic strength is reduced considerably, but often the product is cloudy and requires filtration. By the use of the centrifugal clarifier and filter, shown herewith, it is claimed that the extract can be quickly and effectively clarified. This machine also works well on lemon and orange extracts when they are turbid.

### CHANGES IN GRACE & CO.

W. R. Grace & Co. have separated their shipping interests from their other commercial ventures by making the Atlantic & Pacific Steamship Company, a former Grace subsidiary, an independent unit. Likewise, Grace & Co. have taken a leading part in the organization of the New Orleans & South American Steamship Company, with virtually the same management as the Atlantic & Pacific Company.

Joseph P. Grace, president of W. R. Grace & Co., has resigned as president of the Atlantic & Pacific, and has been succeeded by Maurice Bou-

vier, who is senior vice-president of W. R. Grace & Co. A. G. Bates, treasurer of the Pacific Mail Steamship Company, in which W. R. Grace & Co. have a large interest (in combination with the American International Corporation, the controlling interest), and formerly head of the ship chartering department of Grace & Co., has been elected vice-president and general manager of the Atlantic & Pacific. Mr. Bates at the same time was elected president of the New Orleans & South American Steamship Company.

### A NEW COFFEE CONCERN

#### Commonwealth Coffee Company Opens Complete Roasting and Packing Plant in New York City

**E**VEN though the lot of the coffee man in these days of regulation is not an enviable one, nevertheless new concerns continue to enter the field, and, apparently, these new comers thrive in spite of somewhat adverse conditions.

The latest acquisition to the ranks of New York coffee roasters is the Commonwealth Coffee Company, which has just completed a modern plant at 42 Cliff street, occupying three floors of a remodeled building. While not exceptionally large, the plant is very compact, much thought having been given to the elimination of waste motion. As an instance, the coffee is carried by gravity through the various steps, from the time it leaves the roaster until packed ready for shipment. All the roasting, grinding and packing equipment is thoroughly modern. The machinery was installed by the Huntley Manufacturing Company, and includes a "Monitor" gas roaster, Burns granulator and a "Little Wonder" automatic weighing machine, as well as cooler, stoner, storage bins, etc.

The new concern will roast for the trade as well as pack its own brands. A staff of salesmen is now being organized, and the "Commonwealth" brand package coffee is already being introduced to the trade. The "Keystone" brand will be another leader.

Distribution will be through the jobber, and in some cases direct to the dealer. M. C. Scott, formerly of E. H. & W. J. Peck, is in charge.

#### NEW YORK FIRM IN PRIZE CASE

In a recent coffee condemnation case in the British Prize Court, the name of G. Amsinck & Co., New York, was mentioned as the consignor of 404 bags of coffee to Harry Levin, of Copenhagen, in April, 1915. The Crown claimed the

ultimate destination was really Hamburg, where there is said to be a firm of Amsinck & Co. in Hamburg. After the seizure, Miron & Co., of Guatemala, entered a claim as owner of 363 bags of the coffee.

In explanation of their connection with the case, G. Amsinck & Co., of New York, state that they acted merely as forwarders to Harry Levin in Copenhagen, and that Miron & Co. are not a German house. In regard to there being an Amsinck & Co. in Hamburg, the New York company states that the only firm they know of bearing the name Amsinck is Amsinck & Hell, ship agents and brokers, with whom the American house has never had any relationship or dealings.

#### "M & J" COFFEE BRAND UNDER FIRE

Unfair competition has been charged against the E. E. Gray Company, Boston, by the Federal Trade Commission, for using the trade mark "M & J" in the sale of coffee. The Federal complaint states that purchasers of the "M & J" coffee mentioned are "misled into the belief that the coffee bearing that trade mark is composed wholly of Mocha and Java coffees, whereas the coffee sold by the E. E. Gray Company bearing the trade mark of 'M & J' is composed of what are generally known as Santos and Colombia coffees."

The E. E. Gray Company had until July 29 to answer the complaint, and the hearing before the commission was set for August 19, 1918.

#### A HOUSE ORGAN'S ANNIVERSARY

With the July issue the "Parchment Prattler," a house organ issued by the Kalamazoo Vegetable Parchment Company, celebrated the beginning of its second year of life. The little booklet is issued monthly. Its editor, James H. Buswell, says it is designed "to spread good cheer and the Thrift Message of Paper," meaning, naturally, vegetable parchment paper for containers of tea, coffee, spices and other foodstuffs. Recent issues of the "Prattler" have been carrying a story descriptive of how vegetable parchment papers are manufactured.

#### IMPORTING TEA VIA PANAMA CANAL

According to Charles de Cordova, the New York tea importer, a shipment of tea left Japan June 29 on the S. S. *Tsushima Maru*, destined for New York via the Panama Canal. Mr. de Cordova states that this is the first shipment of tea to be sent by way of the canal. The Niji Company has about 4,000 half chests of Japanese tea on board.

**EXPRESS RATES ARE ADVANCED**

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., July 1, 1918.—The Interstate Commerce Commission has granted the application of the express companies for a 10 per cent increase in interstate rates. The Commissioners decided that the ratio of operating expenses to revenues has increased to such an extent that aggregate earnings on domestic traffic under the present rates are insufficient to meet operating expenses.

L. M. L.

**NEW YORK FIRM LOSES PRIZE CASE**

The British Prize Court case in which the American house of W. R. Grace & Co. was charged with enemy trading, as outlined in the July issue, was disposed of by President Sir Samuel Evans by a judgment of condemnation, with costs, of the entire shipments, amounting to 7,928 bags of cocoa and 10,304 bags of coffee, which were seized by the British off Kirkwall, Scotland, on May 10, 1916.

**OUTPUT OF NAVY ROASTING PLANT**

The Huntley Manufacturing Company reports that the Brooklyn Navy Yard's coffee roasting plant is now turning out coffee in large volume. Recently 68,000 pounds were roasted, ground and packed in an eight-hour day. The equipment includes eight "Monitor" gas roasting machines.

**BANS UNEQUAL VALUE PREMIUMS**

The Federal Trade Commission recently ordered C. F. Bonsor & Co., Philadelphia, and the Grocers' Coffee Company, Indianapolis, to discontinue the distribution with their coffees and teas of coupons to be exchanged for unequal value premiums.

**BIG SHIPPERS FORM ALLIANCE**

W. R. Grace & Co. and the Seichiro Asana Company, owner of the Toyo Kisen Kaisha, one of Japan's leading steamship lines, have jointly organized the Asana-Bussan Company to engage in the shipping business between Japan and the United States.

**"BLUE BOOK" IS A GREAT INFORMANT**

J. P. Fehl, Atlanta, Ga., writes: "Your Journal is a great informant to those who are real students of business. I prize it very highly."

**MARKETS OF THE WORLD**

Latest News Letters from Staff and  
Special Correspondents in Foreign  
and Domestic Trade Centers

**OUR LONDON LETTER**

The Latest News From Mincing Lane and the  
Continental Trade Centers

Office of THE TEA AND COFFEE TRADE JOURNAL,  
34 Cranbourn Street, London, W. C.

LONDON, July 4, 1918.

LEADING tea traders in this country are grumbling a good deal at conditions that result from what they assert is undue Government interference with the tea trade. It is said that the Government officials are unqualified to attend to this important business, and have now created a condition in the trade that is distinctly perplexing. For one thing, tea rationing on a national scale again appears to be declared off for the time being, although the ground was made ready for it and the public and retailers were informed as to what should be done. Therefore, the only tea rationing that exists at the moment is in connection with the continuance of certain local schemes that have now been running for some time. The greater part of the country, however, is still free from rationing, and there is no date fixed at present for the introduction of this restriction upon tea consumption.

Other complaints are heard in the trade. The fixed price for tea of all sorts in this country continues to be 64 cents per pound. Of this sum 40 cents goes to the grower and for duty; no one seems to know where the other 24 cents goes. Retailers declare that at present figures the small profit they are allowed per pound barely covers expenses, and nobody appears to be willing to own that they are having a fair share of this 24 cents per pound. Apart from all this, it can be said that supplies of tea are plentiful now for all ordinary requirements, and, furthermore, it is also clear that despite the flat rate of 64 cents per

**NEW EQUAL VALUE ASSORTMENTS**

Puritan China will delight your most discriminating patrons. Ask for samples  
and details—there's no obligation.

**THE LIMOGES CHINA CO.****W. I. GAHRIS, Pres.****SEBRING, OHIO**



## The BEAUTY OF FORESIGHT

With the coming of the Autumn, the Coffee World quickens towards its maximum. The cooler weather turns the Consumer's mind to the steaming cup; in the Roasting and the Packing Houses, executives return from vacations and take up delayed programs of purchasing and supply.

Production rises to a peak in the Coffee World. And this peak is mirrored even in Factories that make accessories for the Coffee Trade. In our own plants, for instance, while the Spring months frequently show a considerable unused margin of equipment, late Summer and Fall are always characterized by orders marked "ship immediately" or "please rush".

Every worth-while coffee-package is a special job, requiring the painstaking efforts of skilled workmen. To hurry such work is to diminish its quality. To the manufacturer's great regret the Buyer often receives lower value on a "rushed" job.

*Foresight* is a splendid investment for everyone concerned. The Buyer receives a better package and is happy in the ability to supply his Retail Trade on time. And the Manufacturer deeply appreciates the consideration—as well as the opportunity to serve at top efficiency.

### UNION BAG & PAPER CORPORATION

(Name of the Nearest Selling Agent upon request)

PRINCIPAL OFFICES - WOOLWORTH BUILDING - NEW YORK CITY

pound some distributors get much better tea than others, and their retail customers are correspondingly pleased.

Fresh large quantities have been brought forward to meet this and next week's current needs of the wholesale trade, the total being presumably about 13,000,000 pounds. The Indian tea handled lately leaves a good deal to be desired, a large portion consisting of rather unattractive and stalky leaf grades, while the finer desirable qualities are comparatively scarce.

There is no doubt that tea planters have been affected by the irregularities entailed by the war. This presumably accounts for the fact that more attention is now centered on quantity than on quality. Nevertheless, costs have been on the increase, particularly where efforts are still made to maintain a satisfactory standard of quality.

The distribution of Indian exports has altered a good deal. Russia's political upheaval has resulted in its now finding their way to North America and also Australasia. The whole of the industry remains in an abnormal and unsettled state. A feeling of dissatisfaction exists in the home trade, generally in regard to the system of registration of retailers with wholesale houses. The former are thus debarred from the privilege of drawing their supplies to suit their own convenience.

The coffee market has been steady of late and offerings have not been large. Demand is only active for best qualities, which are very much wanted. With prices high for all useful qualities there is comparatively little inquiry for the more indifferent sorts. The stock of coffee in this country on May 31 was 877,000 cwt., against 1,408,000 cwt. last year; whilst the stock of chicory was 18,000 cwt., against 9,000 cwt. at the corresponding date of 1917. (One hundred-weight equals 112 pounds.) This is a further indication of the slowly increasing consumption of coffee in this country. With regard to the increase in the stocks of chicory there is certainly less chicory being used than is customary, pure coffee being especially in favor.

For cocoa the public consumption is fair, but the occurrence of hot weather has knocked the trade down a good deal. Cocoa in this country has a wide sale, stimulated thereto very greatly by the diligent, consistent and national advertising of well-known brands.

## THE CHINA TEA MARKET

**The Shanghai Market is Not Yet Open—  
Buyers Are Holding Off Because of High  
Prices—Short Crop Expected**

[SPECIAL CORRESPONDENCE]

SHANGHAI, CHINA, June 10, 1918.

THE first of this season's Keemun tea arrived in Kiukiang on May 17, and was placed on the Hankow and Shanghai markets a few days ago. The quality is distinctly inferior to last year's crop, both in sap and sweetness, but the cup is fairly good body and the whole crop has the advantage of being sound.

It seems probable that with no Russian buying the market for all black leaf will be established in Shanghai, and the season in Hankow promises to be unripe. The leading Chazees are all remaining in Shanghai this spring.

The fighting in Hunan has prevented the tea from getting to market. Six lines of Hupoh teas have come in from Tsong-shan, Yueng-low-toong and Soong-yang. Ningchows are arriving, and the infusion shows much better than last season.

The freight situation remains the same. Space is scarce. Teamen expect a short crop, about 50 per cent of normal.

F. D. C.

## JAVA TEA MARKET

**Business Was Practically Suspended During  
March and April, and All Godowns  
Are Overflowing**

[SPECIAL CORRESPONDENCE]

BATAVIA, JAVA, May 1, 1918.

THE tea market has been without support throughout the month under review (April) owing to tonnage difficulties, but indications are that considerable business, especially with America and Canada, would be possible if freight were forthcoming.

For two months business has been entirely suspended, and a number of estates have consequently decided to stop manufacture, not only for financial reasons but also on account of lack of adequate storing accommodations. All godowns at ports of shipment are full to overflowing.

# PHOSPHATE

For Baking Powder and Prepared Flour

## PROVIDENT CHEMICAL WORKS

Main Office and Works: 8011 IDAHO AVENUE, ST. LOUIS      Branch Offices: NEW YORK, CHICAGO

# "CANWOOD" FIBRE CANS

TIN-TOP-AND-BOTTOM

Damp, dust and grease-proof  
Standard for over 15 years

In General use for Tea, Coffee, Spice,  
Cocoa, and Dry Products generally.

1-oz. to 5 lbs. capacity.

Slip Cover, Friction Top,  
Sifting Tops, Screw Caps.

Square, Oblong or Round.

Delivered labelled and ready  
packed in standard fibre or  
wooden shipping cases.

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THE CANISTER COMPANY OF NEW JERSEY  
PHILLIPSBURG, N. J.

New York Office  
17 BATTERY PLACE

Exports to the United States and Canada during the first four months of 1918 amounted to 8,872,000 half kilos and 1,586,000 half kilos, respectively.

Shipments from Sumatra during the first three months of this year totaled 707,392 half kilos, as compared with 562,642 half kilos in the corresponding period of 1917.

#### AUSTRALIA LIFTS TEA EMBARGO

Early in July Australia raised the embargo on foreign-grown teas, which means that Java can seek a market there.

### INDIA'S TEA TRADE IN 1917

**In Spite of Many Adverse Conditions the Season was Exceptionally Satisfactory to the Producer**

**I**N his annual review of India's trade for the fiscal year ended March 31, 1917, the Director of Statistics of India said that for producers of tea the season was exceptionally satisfactory in spite of many adverse conditions.

The year was not so prosperous as the preceding year, when a record outturn and a record price level were reached. Nevertheless, owing to increased acreage and scientific manuring, the yield was larger than in any previous year except 1915, and prices were only slightly less than the record of that year.

The preliminary estimate of the production for India is about 369,000,000 pounds, a decrease of 3,000,000 pounds. The total value of the tea exported was \$55,000,000. Nearly 77 per cent of the total quantity exported was shipped to the United Kingdom. Exports abroad were 291,000,000 pounds, a decrease of 47,000,000 pounds, as compared with the preceding year's record exports. In March, 1917, the export of India tea to the United Kingdom was restricted to 7,000 tons. Russia was the second largest purchaser of tea from British India, although much handicapped by freight difficulties and toward the end of the season by difficulties in financing exports.

### OUR JAPAN LETTER

**The Tea Crop is Poor in Quality and Subnormal in Quantity, But Prices Are "Staggering"**

[SPECIAL CORRESPONDENCE]

SHIDZUOKA, JAPAN, May 25, 1918.

**T**HE new tea crop is poor in quality and quantity. It is doubtful, owing to a cold, backward spring, if a full normal crop was secured.

At the start of this season the growers were asking the high prices obtaining at the end of last season. Before any trades were made prices were estimated about 10 per cent higher than last spring, and have advanced sharply every day since.

The teas of last year can only be approximately matched in either cup or style.

The United States Supervising Tea Examiner's statement regarding the large supply of inferior or adulterated tea has been transmitted by the Japanese Ambassador at Washington to the Japanese manufacturers, who will call a meeting at Shidzuoka, June 20, looking to exterminating the evil-doers. It is understood that had tea will be destroyed by manufacturers' unions and the manufacturers will be punished properly.

#### JAPAN'S TEA EXPORTS GAIN

Shipments of tea during the last nine months of 1917 were 3,622,698 pounds more than in the corresponding period of 1916, according to a statement made at the annual meeting of the Japanese Tea Manufacturers' Association. The total export was 38,397,133 pounds.

Another report concerned the black tea laboratory, by means of which Japan hopes to capture the market held by Indian tea. The year's output of black tea was twice that of 1916.

It was also announced that the association was prepared to spend 68,142 yen in an advertising campaign in the United States, Canada, Russia, China, Manchuria and Korea during 1918. The amount allotted to the United States is about 31,500 yen, to be spent on the establishment of tea houses, advertising in magazines and newspapers and the distribution of samples.

### BLACK DIAMOND BRAND PICKLING SPICES

SEVENTEEN VARIETIES OF THE BEST QUALITY OF WHOLE MIXED SPICES AND SEEDS SO PROPORTIONED AS TO PRODUCE A FLAVOR UNEQUALLED FOR ALL PICKLING PURPOSES. BULK OR CARTONS.

ARCHIBALD & LEWIS COMPANY

NEW YORK

"Our Task: To Win this War."  
—President Wilson.



"All of us, from the most important to the least of us in all trades and occupations, now have an opportunity to put our hands on the rope that is pulling civilization out of the fire."  
—Newton D. Baker.



## OUR BRAZIL LETTER

### Rio Editor Comments on "Valorization the First," Coffee Freight Rates and Certain Trading Firms

[SPECIAL CORRESPONDENCE]

RIO DE JANEIRO, BRAZIL, June 4, 1918.

N announcing the last sale of coffee held in stock at Havre on Sao Paulo valorization account, which sale was to take place June 10, the editor of "Wileman's Brazilian Review" characterizes the transaction as the "end of Valorization the First."

"Looked at from the purely business point of view," he says, "'Valorization the First' has proved good business, because it unquestionably prevented the fall of coffee to a disastrously low level during a long period."

The details of the valorization scheme are explained as follows:

The first loan for valorization purposes was for £20,000,000, advanced by the Union Government in 1907, out of funds furnished by a London loan still outstanding. In addition £15,000,000 were raised on the security of some 6,000,000 bags of coffee, this loan having been paid off, partly by periodic amortization and partly by conversion into 5 per cent Treasury bonds of 1913 and Treasury notes of 1916, both of which issues were secured by the hypothecation of 3,200,000 bags of coffee in Europe belonging to the State of Sao Paulo, and the surtax of 2½ francs per bag on exports.

This coffee, by June 10, will have been wholly disposed of, and with the exception of about £6,000,000 retained by the German Government, the proceeds of the sale should now be available for the complete amortization of the above-mentioned London loans.

According to a balance sheet issued by the Secretary of Finance of the State of Sao Paulo, the amount of foreign loans raised for valorization account amounted, on December 3 last, to £8,966,522, against which the Treasury held coffee and cash in Europe to value of £11,107,401, inclusive, presumably, of the £6,100,202 value of the 1,200,585 bags commandeered by the German Government in 1914.

According to the statement, valorization operations would yield a balance of £2,102,930, after receipt of the £6,100,202 from Germany.

Against the last doubtful debt may be put the value of the forty odd German steamers requisitioned by the Brazilian Government, for lease of thirty of which for one year only the Brazilian Treasury will receive £4,000,000 from

France, besides utilizing the rest for her own oversea trade for the rest of the war.

### DISCRIMINATORY FREIGHT RATES

In regard to coffee freight rates the editor says Italy is being discriminated against by the Cia. Commercio e Navegacao, a Brazilian steamship company, which the "Review" characterizes as a "notorious profiteer." After telling how the United States is protected by its \$1.70 freight rule, England by prohibition of coffee importations, and France by Government control of imports, the paper says Italy is required to pay as high as £58 per ton for 1,000 kilos and 10 per cent primage. The editor calls on the Allies to protect Italy.

### COFFEE FIRMS CHANGE ALLEGIANCE

It is said that the well-known coffee firms of Naumann Gepp & Co. and Michaelsen Wright & Co. have registered as Brazilian concerns, and that others are likely to follow their example. A writer in a Rio newspaper calls it treason, as he argues that their only object in transferring their allegiance is to evade the excess profits tax. He thinks it unbearable that anyone boasting British descent, and having for many years enjoyed the privileges of British connection, should seize the opportunity offered by their country's extremity to sever the connection.

### FROST DAMAGE TO COFFEE

Late in July, Dr. Numa de Oliveira, secretary of the Sociedade Promotora da Defesa do Café, cabled J. Langgaard de Menezes, who is in this country in the Society's interests, that the frosts of June 24 and 25 destroyed about 90 per cent of the coffee trees under six years of age, and about two-thirds of the older trees had their yielding capacity paralyzed for two or three years.

### N. C. R. A. WARNS COFFEE IMPORTERS

The National Coffee Roasters' Association called the attention of its members in a recent bulletin to the necessity of notifying the Coffee Division of the United States Food Administration immediately upon the consummation of any purchase of coffee involving importation direct from the producing country. The report on the monthly returns is not sufficient; each transaction must be reported at once in order to obtain import licenses without delay.

## PUREST AND BEST BAKING POWDERS

Cream of Tartar and Pure Phosphate

Buyers Private Brands at Attractive Prices

Also High Grade Cocoas under Private Brands

MANHATTAN BAKING POWDER CO., 264 Spring St., New York

**PACKING**  
**Coffee, Tea, Cocoa,**  
**Spices, Cereals,**  
**Shelled Nuts**  
**IN PAPER**



*A Mark of Quality—  
 A Sign of Service*

These are some of the things that MUST reach the consumer with all the aroma and flavor intact. There is no better way to insure this than to use

**Diamond-F Protective Papers**

Glassine Greaseproof Vegetable Parchment  
 Parchmoid

You should choose one of these—depending on what you pack and how you pack it. Can be used inside or outside of cartons, made into bags, envelopes, etc. All of these well-known Diamond-F Papers are made of the highest grade raw materials. They are strictly pure cellulose and free from oils, waxes, metals, etc., and will not injure the product in the slightest. They impart no odor to the food nor do they affect its original condition.

These papers stand folding and creasing without cracking. They can be printed in any colors. They can be had in sheets, rolls and circles.

We will be glad to send you samples and give you information if you will tell us the nature of your product. If your jobber hasn't Diamond-F Protective Papers in stock we can supply him on short notice.

**Diamond State Fibre Company**

Bridgeport, Pa. (Near Philadelphia)

Also makers of Diamond Fibre—"A Remarkable Material"



**Ritchie's**

**ALL FIBER CANS  
 TIN TOP AND BOTTOM CANS**

The ideal container in place of expensive tin cans. Ritchie's Paraffined or Parchment lined cans hold the aroma, are airtight and non-absorbing. The ideal package for Coffee, Tea, Spices, Cocoa-nut and all dry foods.

*Quotations and samples promptly forwarded.*

**W. C. RITCHIE AND COMPANY**  
**414 SO. GREEN ST., CHICAGO, ILL.**

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

## SPICES FROM HONGKONG

### A Review of the Cassia and Cinnamon Export Trade in 1917, With Special Reference to the United States

[SPECIAL CORRESPONDENCE]

HONGKONG, BRITISH CHINA, March 12, 1918.

EXPORTS of cassia, or commercial cinnamon, from Hongkong during the past year have held up fairly well, all things considered, though figures show decreased exports in amounts and values. Exports to all countries are placed by commercial authorities at 75,351 cases, compared with 94,296 cases in 1916. Of the shipments in 1917 the United States and Canada are credited with 51,646, and Great Britain with the balance of 23,705 cases, while in the previous year the United States and Canada are credited with 58,225 and Great Britain with 36,071. Declared exports of cassia to the United States during 1917 were valued at \$349,968, as compared with \$504,207 for 1916. The exports to the United States in 1916 were exceptional, growing out of specially favorable freight opportunities and also as a result of speculation. The trade during 1917 was more normal.

High freights tell particularly upon the cassia trade. During the past year high freights and the high exchange value of silver made the cost of the better grades of cassia excessive. The result was that most business done was in broken cassia, while the Kwangsi selected and Saigon grades were neglected, and this in turn caused considerable stocks to be accumulated. With such a stock of these grades on hand it seems unlikely that the usual amount of cassia will be gathered during 1918, in order that the present stock can be worked off. Dealers anticipate steady prices for the current year.

There has been an increase of shipments of pepper from Hongkong during the past two years

as a result of changes in the shipping trade. Declared exports of pepper to the United States in 1917 were valued at \$216,956 gold, as compared with shipments in previous years so small that they were not specified in the returns. The pepper comes from Indo-China, and heretofore usually reached the United States by way of Europe. There is no reason, under normal conditions, why it should not be exported to the United States direct, and the direct trading brought about by war conditions is likely to become permanent.

## EAST INDIES COFFEE CROP

[SPECIAL CORRESPONDENCE]

BATAVIA, JAVA, June 15, 1918.—The N. V. Technisch Bureau Verhoop reports a decided decrease in coffee production in 1917 as compared with 1916. Here are some of the Bureau's statistics:

Grade	Private		Government	
	1916	1917	1916	1917
Java .....	Pounds 18,970,640	Pounds 11,388,000	Pounds 2,614,900	Pounds 594,450
Liberia .....	5,472,504	4,836,512	162,856	33,320
Robusta .....	116,942,320	113,908,888	3,482,960	3,312,688
Total.....	141,385,464	129,731,400	6,260,216	3,940,464

## MILD COFFEE SHIPPERS COMPLAIN

Mexican and Colombian coffee shippers complain of the freight charges to New York. The rate is \$21.50 per ton, the same as from Brazil, although Brazil is twice the distance from New York. The shippers have tried to charter their own boats, but licenses have been refused by the United States Shipping Board, on the ground that it would enable importers to compete with the rate fixed by the Board.

## COLOMBIA GROWERS IN DIFFICULTY

Reports from Colombia state that the coffee industry of that country is threatened because of shipping complications. Anticipating transportation difficulties, growers send their crops to the

**General Can Company**

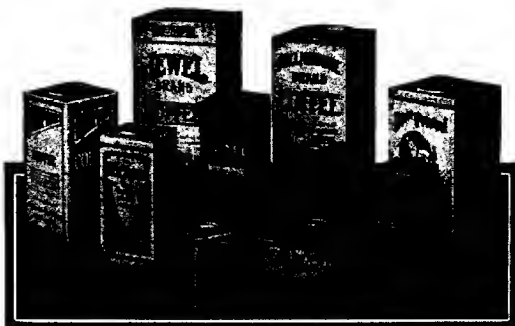
**Sixteenth & Canal Sts.**

**Chicago, Ill.**

**Tin and Fibre  
Cans**

## CONSERVE TIN AND GLASS IN PACKAGING

COFFEE, TEA,  
BAKING POWDER,  
COCOA, SPICES,  
ETC.



## *WEIS* FIBRE CONTAINERS

Teas, Coffees and Spices can be ideally and economically packed in *WEIS* Parchment Lined Containers. Aroma cannot escape—impurities cannot enter.

Baking Powder can be perfectly packaged in *WEIS* Paraffined Containers. They are air-tight and moisture-proof. Both are endorsed by leading Food authorities.

Made in square form, for compactness, with round air-tight cap. Any capacity from 2 to 214 cubic inches.

Let us help you solve your packaging problems. Get complete information, prices, etc.

THE *WEIS* FIBRE CONTAINER CORPORATION  
160 WEST FRONT STREET MONROE, MICH.

(Trade **NAPACAN** Mark)

The highest grade all paper can on the market. Its impervious qualities are "built into it", the manufacturing process being entirely different from all other forms of paper containers.

A Baltimore Coffee Roaster writes: "The Napacan has proven the best for ground coffee that we have tried since the advance in tin. We are enthusiastic about it."

It is also the handsomest package on the market. The patent Hermetic Seal Closure is ideal for Coffee. Write for catalogue and samples.

NATIONAL PAPER CAN CO.,  
576-598 Clinton St., Milwaukee.



coast earlier than usual. Consequently the ports are flooded, the market has declined rapidly and planters are facing serious losses. To add to their troubles production during recent years has been small because of heavy rains.

Victoriano Velez states in "El Liberal" that steps are being taken to help the planters to prevent the abandonment of plantations. An effort is being made to lessen the expense of transportation from plantation to seacoast. Valorization is also being discussed. A group of capitalists is expected to loan money to the producers at low interest over a long period to tide them over the crisis.

### NEW ORLEANS LETTER

News of the Trade in the "Logical Port" as Gathered by Our Own Correspondent

NEW ORLEANS, July 31, 1918.

OWING probably to the small stock at New Orleans the Government has not bought coffee here lately, but still has on hand some that is being roasted under the direction of B. C. Casanas, official roaster for the Government. There are three ships allotted for this port, which may bring in about 150,000 bags, some of which is for interior importers. The local stock now is below 100,000 bags, which is not regarded as serious, except that it is difficult to secure grades desired by customers.

Mr. Casanas recently returned from a trip to New York on Government business and in connection with the affairs of the National Coffee Roasters' Association, of which he is president. Louis Bright, also a member of the coffee advisory committee appointed by the Government, has been in New York and Washington. He stated that, although there is no great amount of coffee in sight, he is satisfied that no serious shortage will be allowed to occur, and that ships now afloat

will bring the stock fairly well towards the average.

The American Coffee Company is making a special drive on the sale of Nutro, a product which is designed to take the place of chicory in coffee. President Ker said the sales are developing satisfactorily. E. K. PELTON.

### NEW ORLEANS WANTS MORE SHIPS

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., July 11, 1918.—A committee, composed of the following New Orleans coffee men, was here a few days ago to advise with officials of the United States Food Administration: B. Meyer, Louis J. Bright, Charles Goll.

It is understood that the committee took up the question of additional coffee ships for New Orleans, pointing out the need for them at this time. The officials told the committee that they are doing all that they can to obtain the tonnage for the coffee trade, and it is understood that the matter has again been brought to the attention of the United States Shipping Board. LAMM.

### THE NEW YORK MARKETS

Special Market Reviews for "The Tea and Coffee Trade Journal"

NEW YORK, August 1, 1918.

THE present coffee situation indicates that there will be little material change in prices in the near future. Indifferent demand in this country, restricted receipts and a smaller visible supply in Brazil, as well as the unsettled money exchange conditions in that country, are the factors quoted by traders for their belief that there will be no immediate advance in coffee. Because of scarcity here some Brazilian grades have advanced slightly. Analyzing the situation one broker said: "A full ninety days' supply, and figuring for a fair

## "ArkSAFE" Elastic Paper Linings

FOR BAGS AND BARRELS

Absolute protection to Coffee, Rice, Sugar and Spices.

Samples Upon Request

**Arkell Safety Bag Co.,**

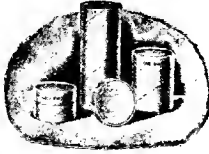
CHICAGO

14 East Jackson Boulevard

NEW YORK

120 Broadway





## "SEALRIGHT"

### High Grade Paper Cans

for the packaging of Coffee, Tea and other Dry, Liquid and Semi-Liquid Foods.

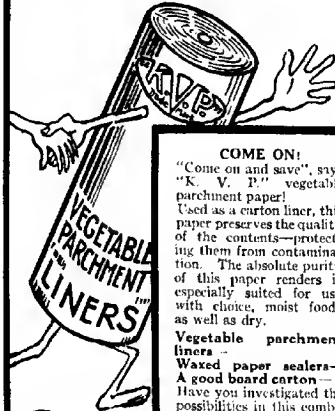
Fine appearing, durable, water-tight, odorless and tasteless.

The superior appearance and construction of "Sealright" Cans, attract immediate attention wherever shown.

Write for Samples and Prices

**SEALRIGHT CO., INC.**

FULTON, N. Y.



#### COME ON!

"Come on and save", says "K. V. P." vegetable parchment paper!

Used as a carton liner, this paper preserves the quality of the contents—protecting them from contamination. The absolute purity of this paper renders it especially suited for us: with choice, moist foods as well as dry.

Vegetable parchment liners—

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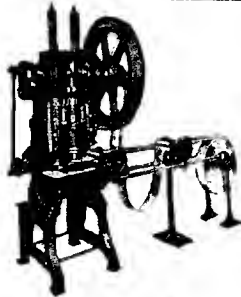
A good board carton—

Have you investigated the possibilities in this combination? Costs less than tin—and for many purposes is superior. Saves food—unquestionably.

Learn how paper is performing a great food conserving service—ask us not to leave your name off the PRATTLER list.

**KALAMAZOO VEGETABLE PARCHMENT COMPANY,**  
Kalamazoo, Michigan

**Come on!**



## PAPER CAN MACHINERY



OUR MACHINES CAN BE IMITATED  
but

our experience can only be  
obtained at your expense.



**Samuel M. Langston Company, CAMDEN, N. J., U.S.A.**

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CANADIAN FAIRBANKS-MORSE CO., Ltd.  
Montreal Canada Toronto

T. W. & C. B. SHERIDAN CO.  
London, England

GEO. FETHERS & CO., Melbourne, Australia

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average cost on purchases, seems the most rational thing to do."

The Government's revised coffee regulations had little effect on the market. The majority of traders were pleased and can now act intelligently.

#### THE TEA MARKET IS QUIET

The tea market is in the grip of the usual summer complaint. While there is little buying, except along routine lines, holders of tea expect a revival soon when buyers must come into the market to replenish supplies. New-crop Japans, Formosas and Chinas are receiving scant attention. Outside of Indias, Ceylons and Javas, spot holdings in other growths are generally low. The tone of the whole market is quite firm.

#### THE SPICE MARKET FAIRLY ACTIVE

The spice market is moderately active, with few changes of importance to note. The domestic demand is slowly increasing. "Fairly liberal" describes the export demand.

**PEPPERS**—Prices are held fairly steady by a good export demand. A narrow market is expected to continue. **CLOVES**—Stocks are low and the future uncertain. **PIMENTO**—Firm and in healthy demand at steady prices. **CASSIAS**—All grades steady and in fair demand. **NUTMEGS**—Spot prices are steadily advancing. It appears there will be a scarcity of East Indians. **MACE**—Stocks continue small and prices are firm. **GINGERS**—Business practically at a standstill, except in Jamaicas, which are higher.

#### COFFEE CROP IN SAO PAULO

Cable advices from Sao Paulo, Brazil, received late in July, were that the coffee crop is now being gathered, and that the yield would be about 8,000,000 bags. It was further stated that the yield for 1919 is estimated at 3,000,000 to 5,000,000 bags, and 1920 at 4,000,000 to 6,000,000 bags. The decrease in prospect is attributed to the recent frost killing large numbers of young trees.

## OBITUARY

### WILLIAM J. KINSELLA

William J. Kinsella, president of the Hanley & Kinsella Coffee & Spice Company, St. Louis, and a prominent member of the National Coffee

Roasters' Association, died July 14 at the age of 73 years. Mr. Kinsella was known as a leading public-spirited citizen and an indefatigable worker for the good of the coffee industry. Born in Carlow, Ireland, June 9, 1846, he came to New York at the age of 19. In 1870 he entered the grocery business in Cleveland with his brother. In 1881 he purchased the St. Louis branch of the Thompson-Taylor Spice Company, of which he was manager, starting business under the name of William J. Kinsella & Co., which later became the Hanley & Kinsella Coffee & Spice Company, with Mr. Kinsella as president and John H. Hanley, vice-president. At his death Mr. Kinsella was also a director of the Mercantile Trust Company of St. Louis, and of the Industrial Loan Association. He is survived by his widow, two sons and a daughter. Dalton J. Kinsella, the youngest, is in army service abroad. William J. Kinsella, the elder son, resides at 7118 Washington Boulevard, St. Louis.



WILLIAM J. KINSELLA

### JOEL C. WHITNEY

Joel C. Whitney, president of J. C. Whitney Company, Chicago and New York, died July 21 at Laconia, N. H., where he was visiting relatives. Mr. Whitney had been identified with the tea

**DANNEMILLER**  
**COFFEE CO.**  
**BROOKLYN-N.Y.CITY.**

**COFFEE—Roasted and Green**

**To Wholesale Dealers Only**



**CARTER, MACY & CO., Inc.**  
Main Offices 140-142 Pearl Street, New York  
**A WORLD-WIDE ORGANIZATION**

Our unexcelled facilities and world-wide organization place us in a position to render tea buyers exceptional service. We maintain our own offices in every important tea-producing country (Shizuoka, Yokkaichi, Japan; Taipei, Formosa; Shanghai and Hankow, China; Batavia, Java; Calcutta, India and Colombo, Ceylon), also in the leading distributing centers of the United States (Boston, Philadelphia, Baltimore, New Orleans, Chicago, Cincinnati, St. Louis, St. Paul, Kansas City, San Francisco, Seattle, Los Angeles).

Views of some of our establishments are shown on this page, as follows:

- 1—Taipei, Formosa.
- 2—Shizuoka, Japan.
- 3—Colombo, Ceylon.
- 4—Calcutta, India.
- 5—Shanghai, China.

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trade for a half century. Born at Hudson, Mich., in 1838, he joined, in 1865, the importing firm of J. W. Doane & Co., Chicago, which was succeeded in 1895 by J. C. Whitney & Co. Mr. Whitney retired from active business a few years ago on account of his health. He was a charter member of the Calumet Club and Chicago Athletic Association, and was one of the best-known bachelor clubmen in Chicago's society circles.

#### JOHN BACKUS O'DONOHUE

John Backus O'Donohue, a retired coffee importer and jobber of New York, formerly with Potter, Sloan & O'Donohue Company, and one of the founders of the Republic Can & Metal Company, of which he was treasurer until two years ago, died July 24 at his home in Brooklyn, N. Y. Mr. O'Donohue was born in Brooklyn about sixty years ago, and came of a coffee-importing family that shared rank with the leading coffee houses of the past.

#### JOHN KISSOCK

John Kissock, of John Kissock & Co., New York, a leading member of the spice trade, died July 31 at his country home in Point Pleasant, N. J. Mr. Kissock was 68 years old at his death, and had been in the spice business for about thirty years. He leaves two sons, Alan, a mining engineer, and Gordon, who is now serving in the navy.

#### WILLIAM HUGH GRIFFIN

William Hugh Griffin, a buyer for Arbuckle & Co., of Pittsburg, wholesale grocers, died July 1. Mr. Griffin had been in the wholesale grocery trade for about fifteen years.

#### ELEANOR ISABELLA POOLE

Eleanor Isabella Poole, wife of Otis A. Poole, one of the leading tea men in Japan, died June 4

at her Yokohama home. Born in Ireland in 1841 she came with her parents to Chicago to reside there. There she married Otis A. Poole, going with him to Japan in 1888.

#### SALIENT TRADE NOTES

W. T. Brown, traveling salesman for J. Aron & Co., spent part of July in the New York office of this firm. He covers a large territory, and reports that roasters are operating under considerable handicaps just now, but that conditions are generally good.

The tea and coffee importing firm of Stanway-Hutchins, Ltd., with offices at 18 St. Alexis street, Montreal, has been organized by H. M. Stanway, formerly with John Hope & Co., and John D. Hutchins, until recently president of the John Duncan Company.

The Best Clymer Manufacturing Company has been incorporated at Wilmington, Del., with capital of \$3,000,000, to do a business in teas, coffees, etc. The incorporators are John C. Draper, C. L. Rimlinger and F. A. Armstrong, all of Dover, Del.

The Nordisk Export & Import Company, New York, has been incorporated, with capital of \$250,000, to do a general export, import, commission, ship brokerage and forwarding business. The incorporators are N. A. Isvald, 105 Hudson street; C. Stang, Ritz-Carlton Hotel, and T. L. Thompson, 27 William street.

The pecan exchange at Albany, Ga., recently put into operation a Burns 30-inch revolving separator for making seven grades of pecan nuts.

The A. J. Kasper Company, importer of coffees, teas and spices, with offices in Chicago, has increased its capital stock from \$200,000 to \$300,000.

The Eppens, Smith Company, New York, recently installed a No. 4 Burns coffee separator with bucket elevator and a complete set of storage bins.

## Progressive-Buyers

We can increase your bulk coffee sales

**B. Fischer and Co.**  
IMPORTERS

Tea--Coffee--Spice--Rice

NEW YORK CITY

# TRANSMARINA TEAS

## J A V A

The extensive importations of Java Teas into the United States during the past twelve months and their wide distribution to all classes of buyers have resulted in a growing appreciation of the better qualities and grades.

When our market was bare of Ceylons and Indias and prices were abnormally high anything and everything in Java Teas were freely absorbed, but now wise buyers are using discrimination and demanding the "teas that are better." Our experience and resources have helped many—may they not help you?

**HANDELMAATSCHAPPY "TRANSMARINA," INC.**

**(Trading Co. "Transmarina")**

**62 William Street,  
New York City, N. Y.**

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

Alejandro Angel & Co., New York, have been incorporated, with capital of \$500,000. The incorporators are A. Angel and E. V. Culberson, 17 State street, and C. T. Dorion, 120 Broadway.

Philip Wechsler, dealer in teas and coffees at 96 First street, New York, will soon move to 49 First street, where a complete coffee roasting equipment will be installed. This concern sells principally to the hotel and restaurant trade, and selected one of the new Karoma outfits built by Jabez Burns & Sons, having a No. 5 roaster of two bags capacity. The coffee is discharged into a stationary cooler box placed alongside the roaster, which connects at the back with the suction stoner.

The Mohler Bros. Coffee Company, Hattiesburg, Miss., has been incorporated, with \$10,000 capital. Incorporators are John T. Duke, G. and J. E. Mohler, of Hattiesburg.

The Duncan Coffee Company, Houston, Tex., recently incorporated, with \$50,000 capital, by H. M. Duncan, D. C. Dunn and V. H. Borsodi, has installed a No. 1 Burns coffee granulator for wholesale grinding of the "steel-cut" variety.

The Stebbins Company, Savannah, Ga., manufacturer of peanut products, has been incorporated, with capital of \$25,000, by H. Geiger and others.

The Raise Light Manufacturing Company, baking powder maker, has been negotiating for a plant in Havore, Mont.

Equipment recently shipped to San Francisco for the Lipton tea packing plant includes a No. 2 Burns mixer for blending tea in batches of 1,000 pounds at a time, with fan attachment for removing dust.

Rebhun, Dworkis & Co., 169 Rivington street, New York, have been incorporated, with capital of \$25,000, to do a wholesale grocery business. The incorporators are K. Rebhun, L. Hirsch and H. Dworkis.

A Challenge pulverizer was recently added to the coffee grinding department of Robert Buttlar & Co., wholesale dealers and roasters at 623 Hudson street, New York.

The Crown Cordial & Extract Company, Watsonville, Cal., has changed its corporate name to the Crown Fruit & Extract Company, so as to more clearly indicate the nature of the business.

The Utica Flavor & Extract Company, Utica, N. Y., has been incorporated, with capital of \$20,000, by A. S. Owens, V. T. Gilbert and A. G. Senior.

The Mutual Coffee Company, Montgomery,

## EPPENS, SMITH COMPANY

*Importers and Jobbers*

### COFFEES and TEAS

267-269-271 Washington St., 103-105-107 Warren St.,

124 Front St., New York

### JAVA and SUMATRA COFFEES

SPOT AND AFLOAT

*Offering some choice lots.*

*Ask for Samples*

# **JAVA TEAS OF DIRECT IMPORT**

## **ROWLEY DAVIES & CO., LTD.**

BATAVIA, JAVA  
OR FENCHURCH HOUSE,  
5, FENCHURCH STREET,  
LONDON, E. C.

**WILL GLADLY SUPPLY ALL INFORMATION**

# **IRWIN-HARRISONS & CROSFIELD, Inc.**

*Importers and Jobbers of Teas*

PHILADELPHIA	NEW YORK	BOSTON	CHICAGO
50 So. Front St.	96 Wall St.	27 India St.	425 W. Ontario St.
SAN FRANCISCO, 25 California St.			

London	Colombo	Calcutta	Batavia	Shanghai	Hankow	Foochow
Shidzuoka	Daitotei	Medan	(Sumatra)	Singapore		

# **FRANCIS PEEK & CO., LTD.**

Head Office: 20 Eastcheap, London, E. C.

**SINGAPORE**

**JAVA**

**SUMATRA**

Laidlaw Buildings

Batavia, Soerabaja, Bandoeng

Medan

## **EXPORTERS**

OF

## **JAVA TEA**

AND OTHER

## **DUTCH EAST INDIAN PRODUCE**

**TIN**

**RUBBER**

**SUGAR**

**COFFEE RICE TAPIOCA PEPPER CITRONELLA OIL, ETC.**

*Write to our Batavia House and ask to be placed on  
Mail List to receive our Java Monthly Produce Report*

Ala., has recently installed a second No. 1 Burns granulator.

The Royal Baking Powder Company, of Oklahoma City, Okla., has been incorporated, with \$100,000 capital.

The Hershey Chocolate Company will soon install more Burns roasting machinery, including six No. 1 roasters, tiptop cooler boxes, etc., similar to apparatus already used in the big factory at Hershey, Pa.

J. D. Lewis, president of the American Cotton Oil Company and its subsidiary, the N. K. Fairbank Co., has resigned to become president of the United Cereal Mills, of Chicago and Quincy, Ill., and Buffalo, N. Y.

The Mason, Au & Mangelheimer Candy Manufacturing Company, Brooklyn, N. Y., recently installed a No. 5 Burns roaster for gas fuel in the cocoa roasting department.

J. H. Barringer, formerly executive secretary of the National Cash Register Company, Dayton, Ohio, was promoted July 5 to assistant manager of the company.

The H. C. Derby Company, 622 West Thirty-ninth street, New York, recently installed a Burns suction cleaner for removing stones, etc., from

blanched peanuts. This concern is affiliated with the E. K. Pond Packing Company, Chicago.

Early in the month shareholders of the Acme Tea Company were being asked to exchange their first preferred stock for the same class of stock in the American Stores Company, share for share. The right to exchange ceased after July 31, 1918.

Recent additions to the peanut butter equipment operated by Hamilton & Hansell, Inc., of 99 North Moore street, New York, include a Burns suction cleaner and picking table with bucket elevator, etc.

## BUSINESS WITH PORTUGAL

Specialty in

## Teas, Coffees and Cocoas

IMPORTERS AND EXPORTERS

SOCIEDADE PORTUGUESA IMPORTADORA AND EXPORTADORA Lda.

(Portuguese Import and Export Co., Ltd.)

Head Office:

Rua dos Douradores, 83, LISBON

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Agencies all over the world

# NORDHEIM & CO.

61 WILLIAM STREET

NEW YORK

IMPORTERS OF

TEA, RUBBER, COFFEE, TIN, COPRA

and other Dutch Indian Produce

Agents of von Nordheim & Co., Batavia, and Indische Handels Maatschappij (Indian Trading Company), Rotterdam and Soerabaia, Java.

Directors of tea, rubber, cocoanut and tobacco plantations in the Dutch East Indies.

**JOHN C. SIEGFRIED & CO.**  
 FOUNDED—1894  
 IMPORTERS EXPORTERS  
**SPICES TEA OILS**  
 All products of JAPAN, CHINA and JAVA  
 Shidzuoka, Japan  
 Shanghai, China  
 San Francisco, Cal.  
 Chicago, Ill.

**E. B. MÜLLER & CO.**  
 Importers, Growers and Manufacturers of  
**CHICORY AND**  
**COFFEE SUBSTITUTES**  
 OF EVERY GRADE  
 211 FRANKLIN STREET, NEW YORK

**REEVE & VAN RIPER**  
 WAREHOUSEMEN  
**COFFEE** Milling, Cleaning, Hulling,  
 Separating and Picking  
**Packers of Teas** in all styles. Lead  
 packages a specialty  
 Storage and Weighing  
 46-48-49 WATER ST., NEW YORK

**Jardine, Matheson & Co.,**  
 LIMITED  
 Importers of all classes of tea, including  
**CEYLONS, INDIAS**  
**and JAVAS**  
 63 Wall Street, New York

**HUNT & CO.**  
 The Oldest Japan Tea Exporting House  
 in the Orient  
**JAPAN TEA :: CHINA TEA**  
 135 Front St., New York  
 CHICAGO MONTREAL  
 326 W. Madison St. 3 St. Nicholas St.  
 Agencies in Important Cities

**TEMPLE GARDEN**  
 BRAND  
  
 TEA  
 COFFEE  
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 CHOCOLATE  
 SPICES  
 EXTRACTS  
 THE TEMPLE GARDEN CO., BOSTON

**"FUJI"**  
 Trade Mark Reg. U. S. Pat. Off. No. 105,557  
**JAPANS**  
 New season's genuine "Fuji"  
 now ready. Inquire for samples  
 and prices on the celebrated  
 marks  
**"OPF" F and U**  
 APPLY TO  
**CHARLES de CORDOVA**  
 SOLE AGENT for UNITED STATES (East  
 of Denver) and CANADA of **THE FUJI**  
**COMPANY, SHIDZUOKA, JAPAN.**  
 78 WALL STREET, NEW YORK

**BEST VALUES IN**  
**India and Ceylon**  
**TEAS**  
 Importers  
**A. H. SAKLAT & CO.,** 87 Front St., New York  
 Tel.—HANOVER—6664

# THE PRACTICAL RETAIL GROCER

¶ A department devoted to the discussion of problems which vex retailers; telling how to arrange, display and sell goods; how to systematize; how to advertise, how to obtain the maximum efficiency in the grocery business.

## COFFEE AND SALESMANSHIP

### How British Wholesalers Are Teaching Grocers in England the Proper Way to Sell Coffee

WHEN the recent shortage of tea befell Great Britain several of the large importing houses began a campaign to educate the English grocers on how to sell coffee to take the place of tea. The propaganda was carried on largely in British grocery papers, in page advertisements, many of which contained suggestions that even the better versed American coffee retailer might find instructive.

One of the most striking series of advertisements was run by Brooke Bond & Company, Ltd., who are best known in the British Empire as tea people, but who also handle coffee. The series was entitled "Coffee and Salesmanship," and contained the following precepts:

The grocery trade, or any other retail business, can be carried on in two ways—you may let people buy, or you may sell them things.

One is mere shopkeeping; the other is salesmanship. One is letting customers choose; the other is selling things that the grocer chooses.

Creating a demand instead of merely waiting for it is active business building. It takes time to serve customers, anyway. Use that time to sell what you want people to buy, and you trade to your own advantage.

Hardly anything which a grocer has for sale at the present time is better worth salesmanship than coffee.

The grocer has a chance to use his knowledge and his business sense on coffee. There is a chance to build up business with coffee.

If customers at the present time are not pleased with your tea it is not entirely your fault. But that will not save you from their criticisms.

The coffee which you can sell them will give every satisfaction. You have a choice of five excellent coffees from us. And you can sell coffee if you try.

Salesmanship is not pestering people to buy. Neither is it selling people something that they do not want.

Salesmanship is helping people to buy what they want, whether they know that they want it or not.

People need coffee to-day. But comparatively few of them know that they need it.

They have no chance to exercise their taste in buying tea. The grocer has no chance to exercise his grocership in selling tea—or buying it. He knows little more about the tea of to-day than the people know who buy it.

But there is a choice in coffee. The grocer who knows how to buy coffee is able to compete with his rival who doesn't know so well how to buy coffee. That is a sort of competition worth having.

But to sell coffee you must teach customers to want coffee. That is salesmanship.

People in this country know very little about coffee. They are not much accustomed to drink it. In 1913 365,013,464 pounds of tea were imported into this country and only 94,854,816 pounds of coffee. A pound of tea makes about five times as many cups as a pound of coffee, so the consumption of tea was nearly nineteen times that of coffee, counting the cups.

But coffee has more than the stimulative and comforting value of tea. People may not care to drink it in the afternoon. There is every reason why they should drink it for breakfast, though. In a popular class trade the superior economy of tea is less important just now than it would be in ordinary times, because work is more plentiful and wages higher.

The aroma of coffee is a powerful argument in selling it. Grind it in the shop, and the fresh, fragrant odor attracts the customer.

As a consequence of the educational campaign coffee sales are booming in Great Britain, and the grocers are concentrating upon it. Here follows a British description of a window display made up by an English tea and coffee merchant in Bradford:

In the center of the window is a chart showing the annual production of coffee by the principal areas in pounds, viz.: Brazil, 1,823,009,000; Central American, 196,757,000; South American, 158,745,000; West Indies, 95,916,000; North America, 64,992,000; East Indies, 45,809,000; British Indies, 29,400,000; Africa, 20,053,000, and Arabia, 16,436,000. From the strips bearing these figures are colored tapes leading to samples of the various coffees grown in these areas. These statistics were obtained from the U. S. A. Bureau of Agriculture, 1914. Paper bags on the right of the window show the amounts of coffee consumed per



## This Is Your Supreme Test

No use wasting your time in argument over the war. We are in the war to the bitter end. We are in it because this Republic has dedicated our brave young lads and all our national resources to the cause of Freedom.

It is not enough to give soldiers and ships and guns—we must give our souls. We must save and sacrifice until it hurts. We will come out of the conflict a stronger and sturdier race with a higher intelligence regarding the nutritive value of foods. Wanton waste of any of the great food staples is unpatriotic.

We have given to the Government a good portion of our wheat supply. Of course you can't get all the Shredded Wheat Biscuit you want. But don't grumble or complain. Our supply is limited just now—but the golden harvest is near.

**The Shredded Wheat Company  
Niagara Falls, N. Y.**



head in various countries. The window has been a success from an educational standpoint, and one from which Messrs. Moreland & Son have reaped considerable benefit. The window was dressed during a period of acute tea shortage.

The foregoing description affords a valuable suggestion for a grocer's window display in this country.

### TEA NOTES FOR RETAILERS

#### Some Valuable Hints on Blending and Distributing as Suggested by a Canadian Importer

BY H. L. MACLEAN  
Vancouver, B. C.

#### No. 3—UNIFORMITY IN BLENDS

THE chief requisite in blended teas is uniformity. Few retail dealers are able to buy sufficient of the several growths to make a blend that will guarantee the quality running uniform. Sooner or later one or more of the teas used will run out and have to be replaced by a "match," as near a match as possible. With an assorted stock of 25 chests or less of blending teas this is bound to occur, even if the dealer should know the requisite teas and the proportions to use.

The wholesalers have almost an unlimited supply to draw from, and the blender who knows his business will use about from six to seven teas to a blend. So when he has to replace teas that run out the change will be so slight that it is almost imperceptible.

The retailer using two teas and one running out is at a disadvantage as compared with the wholesaler who only has to change in the proportion of one to seven. It is no guarantee to buy the same estate mark each time. Tea from the same estate this month may be very much inferior, or very much superior, to the previous shipment, varying with climatic conditions, or the season of the year it was grown.

You cannot reduce cost by using poor flavor, rank, weedy or tarry teas, no matter how cheap it is, without injuring your blend, as the cheap quality will stand out and come through in spite of what you can do, and the high quality teas will not offset the poor. To obtain a medium quality blend use all medium quality teas rather than some high and some poor. It is safe to avoid cheap liquoring teas at any time.

High grade teas may be blended with medium grade without injury to the blend, but never poor quality. As much as possible select teas of the same size leaf. If you use coarse teas (no matter

what the quality) with small broken leaf, you will find the small leaf will gradually work to the bottom of the chest or bin, and will not blend evenly. If possible, keep your blends made up at least five weeks ahead before going into consumption, so that the flavor of the different teas will assimilate with each other.

It is perhaps needless to point out that it is very essential that teas be kept air tight as much as possible and packed tightly in the chest or bin. It is advisable, if buying teas already blended, to disturb them as little as possible, as they are packed tightly in the first place. When put into bins, etc., they get more or less loosened up and the air gets into them. The same precaution is applicable to straight Ceylons or Indians.

In storing tea avoid placing it near fruit, cheese, vegetables, soap, oil, tar paper, or anything of a strong, smelly character, as probably there is no other article of the grocery business, with possibly the exception of butter or coffee, that so readily takes on foreign odor as does tea.


### A CANNED MILK WEEK

#### A Nation-Wide Sales Campaign Under the Slogan "Use More Milk" is to Be Carried On Through Grocers

THE Carnation Milk Products Company has been quick to grasp the significance of the Food Administration's efforts to increase the use of milk and milk products as a measure of food conservation. The company has adopted the slogan "Use More Milk," and entered upon a national consumer advertising campaign, which is to be supported by a "Carnation Milk Week," August 15 to 22.


This week of intensified Carnation milk sales' efforts on the part of grocers is the main feature of the national drive. The idea in arranging the week so that it laps over a Sunday is to enable the dealer to carry his window and counter display over the busy week-end, and to have it on public view on the Sunday in the middle of the week, so that he will get the benefit of its selling influence the next few days.

A window trimming contest has also been provided, with a total of a thousand dollars in cash prizes. The company has also published "Carnation News," a full-sized metropolitan newspaper, claiming that "it tells more about canned milk and its possibilities than could be put into print in any other way at this time." Every grocer can secure a copy by asking his jobber for it, or by writing to the Carnation Milk Products Company.



# UNIVERSAL

## ELECTRIC COFFEE MILLS



E-951  
COUNTER TYPE

GRINDS  
5 LBS.  
PER  
MINUTE

Send for our new *UNIVERSAL* Coffee Mill Catalog No. 450.

LANDERS, FRARY & CLARK

New Britain, Conn.

Rows and rows of Yuban packages are continually going on to the shelves of thousands of grocery stores.

At once off they go into the hands of hundreds of thousands of customers.

These quickly moving packages tell the story of the demand for Yuban.

You will find that Yuban repeats as no other coffee does.

## ARBUCKLE BROTHERS

### Yuban Coffee Department

NEW YORK

PITTSBURG

CHICAGO



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

## FOOD CONSERVATION DIGEST



Practical suggestions for  
dealer and consumer co-  
operation with the United  
States Food Administration.

### HOW TO SAVE SUGAR

Some of the Many Ways by Which Grocers  
Can Aid Their Customers in the  
Conservation Programme

IN a letter recently sent by the United States Food Administration to the secretary of each retail grocers' association in the United States, the seriousness of the sugar situation as it is today was dwelt upon, and suggestions were offered whereby grocers can help in the conservation programme by educating their customers in the ways of economy. Salient extracts from the letter follow:

"The Food Administration needs the conscientious and thorough help of every retail grocer in the country in the conservation of sugar.

"During the past thirty days the necessity for increased sugar conservation has become greatly emphasized, due primarily to a shortage of supplies, losses from increasing submarine activities, and other transportation difficulties. \* \* \*

"That real conservation of sugar may be effected the consumer must be thoroughly impressed with the imperative need for its economical use in the home. The retail grocers, because of their constant and personal contact with their customers, are in a position to render now a very distinct service. They must urge that consumption be reduced to the lowest possible point for ordinary use. If two teaspoonfuls of sugar are now used in coffee and tea, they should suggest that it be cut to one or eliminated for this purpose entirely. Urge that sugar be not used in frostings and fillings for cake and pastry, but encourage the use where possible of wholesome substitutes, such as sirups, honey and other similar products. There are innumerable ways in which sugar consumption can be reduced without the slightest personal annoyance, and it is to this end that every grocer must devote his thought and energy.

"Your local food administrator will announce new regulations governing the sale of sugar by jobbers and retailers, and we urge the patriotic compliance of every member of your association.

"The Food Administration programme, because of constantly changing economic conditions, cannot be a permanent one, but must be modified and altered from time to time as national necessity demands. With each important change retailers have been advised how best they could co-

operate. Since none have been of greater import than this we again ask the fullest measure of support."

### HOW TO KEEP HONEY

In selling honey as a substitute for sugar the retail grocer may encounter some difficulty through lack of knowledge of storing and handling this delicate product, according to the Food Administration. Comb honey kept in a damp place will be hurt in appearance as well as in quality. A practicable rule is to keep honey in any place where salt remains dry. If honey has granulated or candied, put the can containing it in a large vessel holding water no hotter than the hand can be borne in.

### GROCERS REDUCE PRICE OF SUBSTITUTES

By unanimous vote, Spokane grocers have agreed voluntarily to sell all their present stocks of wheat substitutes at quotations fixed by the price interpreting committee of the Food Administration in Washington State. This means a reduction in the retail price of most of the substitutes—bought on a high market—of about 2 cents a pound, the grocers undertaking on patriotic grounds to sell their present stocks at a loss. If wholesale prices should go still lower, the retailers have agreed to cut their prices proportionately.

Reductions of 2 cents a pound will follow immediately on bulk flours made from barley, corn, rice, soya bean and on bulk cornmeal.

### HINTS ON HANDLING BANANAS

When bananas are received by the retailer, the work of unpacking and hanging the bunches up for display should receive careful attention. Many dealers state that a banana hoist is desirable for removing the bunches from the crates, as the method of turning the crate on its side and letting the bunch slide out is certain to injure the fruit. The bunch should never be dragged along the floor but should always be carried. In carrying it, the best plan is to grasp the stalk with one hand just below the lower ends of fruit, with the other hand at the upper end. If the bunch is lifted by the two ends there is danger of breaking the stalk.

It is advisable to hang the bunch up as soon as unpacked, but if this cannot be done it should be laid gently on a pile of hay or other soft material. When the banana is taken from the stalk the peel is often ripped from the pulp out to the end of the finger, and the pulp is exposed to dirt and the

BUY  
W. S. S.

SAVE  
WHEAT

SAVE SUGAR  
BY URGING YOUR CUSTOMERS TO BUY

*Kellogg's*

TOASTED CORN FLAKES

THE ONE CEREAL THAT DOES NOT REQUIRE  
ADDITIONAL SWEETENING

SELL  
War-time  
Krumbles

KELLOGG TOASTED CORN FLAKE CO. Battle Creek, Mich.

HELP  
Harvest  
the Crops

## A Pound of Coffee in Fifty Seconds



That's the output of our No. 48 mill. It granulates that much coffee in that little time, with a one-quarter horse-power motor. You'll wear out many a pair of shoes in finding its equal.

*It's Our Most  
Popular Model*

and it's built for the rough and tumble working days of a busy coffee business. It has all the attachments and exclusive features which have made the COLES

mills world-widely famous, and we're offering it at such a *Reasonable Price* that it's

***The Mill Every Hustling Business Needs***

If you, Mr. Coffee-man, are not satisfied with your present equipment; if you're hankering after the *BEST* that modern ingenuity has devised, just sit down and write us and we'll jump right into giving you a whole lot of interesting information about No. 48.

**COLES MANUFACTURING COMPANY**

***Twenty-third and Turner Streets, PHILADELPHIA***

No.

48

action of the air. The fingers removed do not look attractive, and the remainder of the bunch presents a scraggly appearance. Both for trimming off mashed or otherwise unsalable fingers, and for removing the bananas as sold, a banana knife should be used. The knife severs the bananas from the bunch cleanly and the fruit can be detached in lots of a half a dozen or more.

#### SIRUP TO REPLACE SUGAR

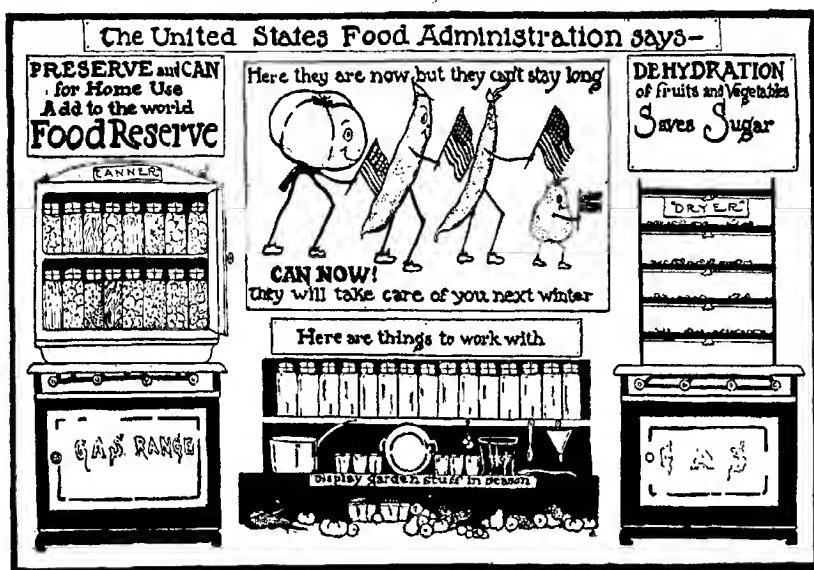
According to Louisiana papers the sugar shortage has encouraged planters to broaden the use of pure cane sirup, made from cane juice without

plants and similar establishments. They also recommend it as a part of the army ration, to be served with griddle cakes and bread.

#### GROCERS PRINT CO-OPERATIVE STATEMENT

Taking a space five inches by three columns in the local newspaper, grocers of Monrovia, Cal., have co-operated in printing a comprehensive and well-balanced statement on the sugar shortage and the consequent reasons why the Food Administration is now drawing the limitations more closely on consumption.

The advertisement bore the names of all the



#### U. S. FOOD ADMINISTRATION'S SUGGESTION FOR A PATRIOTIC WINDOW DISPLAY

The canning situation is vital just now. Sugar must be conserved and fruit must be saved from spoiling. It is the duty of grocers to help their customers to conserve. The suggested window display shown above will not only carry a message, but for those who handle canning supplies will also be a good selling display. Of course the display must be adapted and changed to fit individual conditions.

taking any of its sugar. This juice is boiled to a point just below that required to crystallize it into sugar, and can be used not only for griddle cakes, sweet cakes and candy making, but is recommended by the planters as a sweetener for coffee and tea. It is really sugar in liquid form, and on a basis of 8 cents per pound retail for granulated sugar will yield economies from 40 to 50 per cent at a rate of 4½ and 5 cents per pound for the sirup. The Louisiana planters believe that pure cane sirup has a wide range of usefulness in households, bakeries, candy factories, ice cream

local grocers, who thus placed themselves before their customers on a uniform basis, in harmony with the Administration, and at a minimum expense to each.

#### WASHING EGGS A BAD PRACTICE

Grocers receiving eggs they expect to keep on hand any length of time should not wash them, even if they are dirty. The dirt is wholly on the outside, and only affects the appearance of the egg. The shell of an egg contains a gelatinous substance which prevents air and germs from en-

# \$1,000 Window Display Contest

Open to dealers now handling Carnation Milk



Paste this double page Carnation Milk adv.—August 17th issue of Saturday Evening Post—in your window.

(Illustration showing possibilities of simple display of cans, etc.)

## CARNATION MILK WEEK

August 15th to 22nd, 1918

### 108 Cash Prizes TOTAL \$1,000.00

Group A	Group C
Towns up to 5000	Towns from 25000 to 100000
First Prize.....\$100.00	First Prize.....\$100.00
Second Prize.....25.00	Second Prize.....25.00
25 Prizes of.....5.00	25 Prizes of.....5.00
Group B	Group D
Towns from 5000 to 25000	Cities of 100,000 up
First Prize.....\$100.00	First Prize.....\$100.00
Second Prize.....25.00	Second Prize.....25.00
25 Prizes of.....5.00	25 Prizes of.....5.00

#### Window Trimming Contest Rules

- 1—The window must be originated and dressed by a member of the firm or an employee.
- 2—The size of the display is not the deciding factor.
- 3—Window displays are to be judged on their probable ability to attract attention and sell Carnation Milk. Freak displays will not be entitled to consideration unless they have a strong value outside of their attractiveness.
- 4—The display is to appear during Carnation Milk Week, August 15th to 22nd, and to remain in the show window not less than one week. Contest closes September 15th, 1918.
- 5—Every contestant must send us a photograph (small or large) of his window, with description, name, address, and dates marked clearly on back. Photographs must be submitted before October 1st, 1918.

Competent judges will be chosen outside our organization.

August 15th to 22nd is "CARNATION MILK WEEK". It will be featured in a 2-page advertisement in the SATURDAY EVENING POST during that week.

We want you to enter this Carnation Window Display Prize Contest during "Carnation Milk Week."

Whether yours is a small store or a big one, in a village or in a city—you have an equal chance to win one of the 108 cash prizes. Elaborate displays are not necessary to win a prize.

In addition to the "Carnation Milk Week" double page in The Saturday Evening Post, we are advertising Carnation Milk heavily in the leading women's publications of the United States and on the billboards of many cities.

More complete "Carnation News" details in

Write us or ask your Jobber for a copy

#### START TODAY

This is a double-header opportunity.

You have a chance to win one of the big cash prizes while linking your store to our double-page Saturday Evening Post Announcement of "Carnation Milk Week," and making an attractive profit on sales of Carnation Milk.

Special Window Display Material Supplied Free

Send Coupon Today to Window Display Dept.

### Send Today for Advertising Matter

#### Check Items Desired

- ☐ Carnation News
- ☐ Carnation Streamer
- ☐ Set 1/2-Sheet Posters
- ☐ Window Poster
- ☐ Counter Displays

Name.....

Address.....

Address Window Display Dept. Carnation Milk Products Co. Box 822 CHICAGO

When answering this advertisement please insert name of this paper.

tering the eggs. Washing destroys this substance.

Many customers will not buy soiled eggs, but it is desirable that the grocer should explain these facts to his patrons. The public has been trained to demand and buy clean eggs. It should be remembered that dirty eggs, while not pleasing to the eye, are often the better. According to the Department of Agriculture, more than five million eggs spoil unnecessarily in cold storage every year because they have been washed or have in some way become wet before being sent to market.

#### FOOD BROKERS DISTRIBUTE RECIPES

The National Canned Foods and Dried Fruit Brokers' Association is co-operating effectively with the United States Food Administration in making its wheat conservation plans effective by popularizing wheat substitutes and stimulating their consumption. The Food Administration prepared a number of recipes embodying their use. The Brokers' Association had these recipes printed in folder form, and forwarded copies to the members, who were asked to distribute them to retailers.

#### GROCEER INSTALLS CANNING ESTABLISHMENT

The Willcox Grocery, at Globe, Ariz., has adopted a plan for the conservation of fruits which otherwise would spoil. As soon as a box of berries or other fruit shows indication of decay it is moved to a rear room, where it is immediately sorted and canned. In this way fruit is preserved for sale over the counter as home-canned fruit, and commands a good price. This method allows the store to keep a full supply of fresh fruit on hand at all times, thus proving a real service to the customer. General adoption by other stores, with the elimination of waste, would possibly result in lower prices for fresh fruit to the consumer.

#### "BEST ON EARTH" DISPLAY

Borrow a globe showing the world or a large map from a school, and after covering the floor of the store window with white, place the globe in position, and on it put the article that is to be indicated by a showcard as "The Best on Earth."

### SYSTEM AND SALESMANSHIP

9 Helpful suggestions on organization, advertising and sales factors, for Executives, Store Managers and Clerks

### KEEPING THE TRADE AT HOME

The Value of Persistent Publicity in Holding Trade from the Mail-Order Houses\*

By FRANK FARRINGTON  
Delhi, N. Y.

#### No. 2—ADVERTISING PRICES

SOME merchants handle prices in their advertising as if afraid of having their prices compared with those of others. They omit them altogether, or they give them in a general way, saying "From \$1.00 up" or "From \$1.00 to \$5.00," leaving it to the reader to imagine what grades of goods are included at the various prices. That is not the mail-order way, and it is not the successful way. The right way is to make the price and the quality perfectly plain, so the reader can tell just what it is going to cost to get just what is wanted.

The people want to compare your prices with those of other dealers and with the mail-order quotations. They are going to make these comparisons, anyway, before they buy, and you will not gain anything by keeping them back. If you make it hard to compare prices you will lose, because it is natural to think that the prices of the store that omits them are higher than those of the store that quotes them—and it is usually true. This is one reason why there is a general idea that mail-order prices are low. They are always quoted, together with the claim that they are low.

#### COMPARATIVE PRICES

Whenever it is possible to do so to your own advantage, make the comparison of your price with the mail-order price and save the reader that

\*All rights reserved by Frank Farrington.

	<p align="center"><b>Empire Hardware Company</b></p> <p align="center">Grocers' Butchers' <b>STORE FURNISHINGS</b> Bakers' Restaurants</p> <p align="center">SCALES, CANISTERS, SHOW CASES, REFRIGERATORS, Etc.</p> <p align="center">ELECTRIC COFFEE MILLS</p> <p align="center"><b>85 Warren St. New York City</b></p> <p align="center">Between Greenwich Street and West Broadway</p> <p align="center">Write for complete Catalogue</p>	
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Now of all times—

## *Domino* Package Sugars

In these times it is a duty to eliminate all waste. Domino Package Sugars avoid waste in this most important food.

These sturdy cartons and cotton bags, weighed, wrapped and sealed by machine in the refinery, save the time of scooping, weighing and wrapping—save spilled sugar—save the cost of paper bags and twine.

---

**American Sugar Refining Company**

*"Sweeten it with Domino"*

Granulated, Tablet, Powdered, Confectioners, Brown

Ask for "The Coffee in the Red Carton"

IT'S THE

## Commonwealth Blend

the breakfast necessity, the luncheon choice and the cup that makes the after-dinner conversation really satisfying

**The Commonwealth Coffee Company, Inc.**

42 Cliff Street, New York

U. S. Food Administration License No. F. 80664



necessity. If your prices are no higher, or at least not appreciably higher, the advantage lies with you.

Take larger advertising space than usual now and then and give comparative prices—your prices and the mail-order prices. If you habitually use small space an occasional big splurge will count mightily for you.

The store paper, the individual paper printed by or for your store, is a good form of advertising, and almost indispensable in the community where there is no regular newspaper. Such a paper of four pages of any desired size, published regularly once a month, will be the making of the store's success if properly handled. About half the space should be reading matter, jokes, news items of local interest and miscellaneous matter. The rest should be store advertising, some of it displayed and some reading notices.

The monthly mailing of such a paper, well filled with descriptions and prices, competing with mail-order advertising, will work wonders in holding trade at home. I have known instances where such a paper, started by a merchant, has developed into so much of a success as to become a salable piece of newspaper property, disposed of at a good price, thus giving the community a regular newspaper, after all, a medium for advertising for the merchant.

One question that often comes up in the consideration of the best ways of advertising to meet mail-order competition is the question of whether it is good business to mention the catalogue house in the advertising.

This much should be remembered: your first care should be to advertise your own business, not that of the mail-order house. It is worth while to remember that merely knocking the mail-order houses will not help any. It will, on the contrary, do you harm. It is natural for the public in such a case to side with the fellow you knock and to

think less of you for your attitude.

But all this does not mean that you cannot mention the mail-order competitor and do it to your advantage. The catalogue houses do not hesitate to mention the local dealer whenever they think they can do so to his detriment.

If you have anything to say about the catalogue house that will tend to help keep business from going that way, say it, and say it boldly, but remember to mention catalogue houses in general, just as they refer only in general terms to "your local dealer." Seldom is it wise to name a specific house.

You are justified in calling attention to questionable methods, to erroneous statements, to unfair competitive practices, to misrepresentations, to specific purchases that have proved unsatisfactory.

Line up all the things you have to fire at the mail-order house and fire them, and keep firing. Make strong statements and prove them. You will eventually be able to make something of a dent in the mail-order armor.

An occasional jab at this competition does not amount to any more than occasional jabs of any kind. It is the constant advertising, the persistent, continuous work that produces the results you are after. Keep at it.

#### NATIONALISM NOT INDIVIDUALISM

It is time for each individual to search his heart and to purge his mind and purpose of selfish motives and for each class in society to think in terms of the nation rather than in terms of its own interest. It is no time for any class to hug to its bosom the delusion that it possesses a monopoly of patriotism. Human nature is pretty evenly divided, and no little selfishness manifests itself in every direction.—DAVID HOUSTON, Secretary of Agriculture.

## "DOING ITS BIT"

Mr. George Washington, in behalf of the

### *G. Washington's* COFFEE REFINING COMPANY

ANNOUNCES—That the United States Government has requisitioned its entire output of G. Washington's Coffee for use of the American Army abroad. Every possible effort is being, and will continue to be made, to increase the manufacturing facilities of the Company so as to meet all demands, civil and military.



**You Pay More Now to Wrap  
Loose Sugar**

Your time, your clerk's time—even the boy's time—  
is too valuable now to devote to wrapping sugar.

Franklin Sugars in convenient cartons and cotton  
bags, eliminate all scooping, weighing and wrapping.  
They save you spilled sugar, overweight, paper bags  
and twine.

**The Franklin Sugar Refining Company**  
PHILADELPHIA

*"A Franklin Cane Sugar for every use"*  
Granulated, Dainty Lumps, Powdered, Confectioners, Brown

**NEW ORLEANS**  
**The Logical Coffee Port**  
**Home of**  
**Alameda Coffee**

**Sold only in 1 and 3-lb. Tins**  
**Under Our Trade-Mark**

**CAREFULLY SELECTED for**  
**PARTICULAR TRADE**

Mr. GROCER, put YOUR TRADE  
WISE

**MERCHANTS' COFFEE CO.**  
**OF NEW ORLEANS, Ltd.**  
**NEW ORLEANS**  
D. C. CASANAS, Presd.



**EMPEROR COFFEE**

A blend of some of the finest coffees  
grown. It "rules" in the realm of  
coffeedom, thus deserving its name.

Make your store headquarters for "Emperor"  
coffee in your town. We are looking for the most  
representative retail concern in each city or town of  
the United States to take the exclusive agency for  
this sales building coffee. Write for particulars.

**JABURG BROS., - New York**  
**IMPORTERS**

### Situations Wanted

EXPERIENCED COFFEE MAN open for engagement, grader and judge of coffee; understands every branch of green and roasted coffee business. Capable salesman with trade throughout the United States. Address P. O. Box 45, Chicago, Ill.

### Help Wanted

FIRST-CLASS man, who thoroughly understands coffee roasting and blending and who is competent to take charge of plant. Location Canada. Write age, references, salary expected. Box 442, care of THE TEA AND COFFEE TRADE JOURNAL.

### Miscellaneous

FOR SALE—One Huntley "Monitor" green coffee separator, capacity 10 to 15 bags per hour. Price, \$75 F. O. B. Albany, N. Y. Address Weidman, Ward & Co., Albany, N. Y.

WANTED—Second-hand half-bag coffee roaster and double-hopper coffee mill; must be in perfect condition; state makes and lowest price for spot cash. Harrison, Box 518, Poughkeepsie, N. Y.

FOR SALE—Well-established and fast-growing tea and coffee business at a sacrifice. Address Central Coffee Company, 2916 South Tenth Street, Lincoln, Neb.

FOR SALE—Modern wet mustard plant; capacity, 700 gallons daily. Further particulars, address McCormick & Co., Baltimore, Md.

FOR SALE—Hobart combination coffee and peanut butter pedestal machine, alternating current, one horsepower, practically new; bargain. Cash or payments. Investigate this. Address Box 113, care of THE TEA AND COFFEE TRADE JOURNAL.

WANTED—"Ideal" tea packing machine wanted for packing in lead. State how long in use and price. Address Box 444, care of THE TEA AND COFFEE TRADE JOURNAL.

## SAVE SUGAR



FOR THE  
MAN  
WHO  
FIGHTS



## Roasting Plant

FOR SALE

Complete four-cylinder latest model  
Burns' plant in Middle West.

Would cost from \$7,000 to \$8,000 to  
duplicate; will sell for considerably less.

First class condition in every respect; just as  
good as the day it was put in.

Address, BOX 444, care of  
The Tea and Coffee Trade Journal

### FIRST AIDS IN CONSERVATION

## Sauer's PURE FLAVORING EXTRACTS

Make war-time foods and substitutes tempting.

Largest selling brand in the United States.

17 highest awards at American and European Expositions for Purity—Strength  
—Fine Flavor.

THE C. F. SAUER COMPANY

RICHMOND, VIRGINIA

## Sunshine Biscuits

include every  
known variety  
of Biscuits

### EVERYBODY Likes SUMORE



EVERYBODY Wants SUMORE

**The Best Asset of a  
Grocery Business is  
Satisfied Customers**

## Baker's Cocoa and Chocolate



REG. U. S.  
PAT. OFF.

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

**ALWAYS SATISFACTORY**

**Walter Baker & Co. Ltd.**  
Established 1780      Dorchester, Mass.

## KAFFEEHAG

**NOT a substitute**

but real coffee with  
95% of the caffeine  
removed.

Prepared at New Brunswick, N. J.

Sold by grocers everywhere.

**KAFFEE HAG CORPORATION**  
225 5th Ave.,      New York



**The Quality**

IN

granulated, cubes, confectioners  
and soft sugars.

**The sugar which makes  
satisfied customers**

**WARNER SUGAR REFINING CO.**

Office: 79 Wall St., N. Y. C.      Refinery: Edgewater, N. J.

**Warner's  
PURE CANE  
SUGAR**

# Warner's

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

# PRICES CURRENT

Wholesale and Retail

As of August 3, 1918

## Prices to Wholesalers

GREEN COFFEE			
(250 Bags or Over)			
Brazil Grades.	Line or Grade Price.	Cup Selected Price.	
Santos 7.....	10½	10½	
" 6.....	10½	10½	
" 5.....	11½	11½	
" 4.....	11½	11½	
" 3.....	11½	11½	
" 2.....	11½	11½	
Rio 7.....	8½		
" 6.....	9½		
" 5.....	9½		
" 4.....	10	(No Rio Cup	
" 3.....	10½	Selections)	
" 2.....	10½		

## GREEN COFFEE, MILD GRADES—LINE OR GRADE PRICES— (250 Bags or Over)

Maracabo—		Central America—	
Truxillos.....	10½ @ 11	Costa Rica—	
Bocono.....	10½ @ 11½	Common.....	8½ @ 10½
Tovar.....	10½ @ 11½	Fair to good.....	11½ @ 12½
Merida.....	12 @ 13	Prime to choice.....	12½ @ 13½
do washed.....	12½ @ 14	San Salvador.....	10½ @ 11
		do washed.....	11 @ 11½
		Nicaragua.....	10½ @ 10½
		do washed.....	10½ @ 11½
Cucuta—		Guatemala Coban	
Ordinary.....	10½ @ 10½	Common.....	8½ @ 9½
Fair to good.....	11½ @ 12	Fair to good.....	11 @ 11½
Prime to choice.....	12½ @ 13½	Prime to choice.....	12½ @ 13
do washed.....	12½ @ 13	do unwashed.....	10½ @ 10½
Laguayra—		Puerto Rico—	
Caracas.....	10½ @ 10½	Unwashed.....	10½ @ 11
do washed.....	11½ @ 12	Washed.....	11½ @ 13½
Porto Cabello.....	10 @ 10½	Hayti—	
do washed.....	11 @ 11½	Unwashed.....	9 @ 9½
Colombian—		Washed.....	10½ @ 11½
Ocana.....	10 @ 10½	Jamaica—	
Bucaramanga.....	11 @ 13	Ordinary.....	9½ @ 9½
do washed.....	13 @ 14½	G'd ordinary.....	9½ @ 9½
†Tolima.....	12 @ 14	Washed.....	10 @ 11
†Bogotas.....	9½ @ 14½	East India—	
†Medellin.....	11 @ 15½	Padang Int.....	25 @ 26
†Manizales.....	9½ @ 14½	Corinto.....	24 @ 26
Cauca.....	.....	Kroe.....	24½ @ 25
		Timor.....	22½ @ 23
		Private Estate.....	23½ @ 24½
Merican—		Fancies.....	26 @ 28½
†Cordoba.....	9½ @ 9½	Abyssinian.....	.....
do washed.....	12½ @ 13½	Mocha.....	.....
†Coteque.....	12½ @ 14	Liberian—	
do washed.....	12 @ 14	†Straits.....	13 @ 14½
†Oaxaca.....	10 @ 10½	†Surinam.....	13 @ 14½
do washed.....	13 @ 15	Pamanoekin.....	13 @ 14½

† Nominal because of small arrivals.

† Common to fancy.

## TEAS.

### CHINA AND JAPAN—LINE PRICES (75 or More Packages of One Number)

Formosa—Cost.		Formosa—Cost.	
Common.....	28 @ ..	Fancy.....	1.00 @ 1.20
Fair.....	29 @ ..		
Good.....	29½ @ ..		
Superior.....	30 @ ..		
Fine.....	30½ @ ..		
Formosa—			
Fair.....	30 @ ..		
Good.....	31 @ 30½		
Superior.....	32 @ 31		
Fine.....	35 @ 36		
Finest.....	40 @ 45		
Choice.....	55 @ 60		
Choice.....	70 @ 75		

## COUNTRY GREEN

Gunpowder—		Extra.....	48 @ 50
Firsts.....	45 @ 46		
Seconds.....	@		
Imperial—			
Firsts.....	45 @ 46		
Seconds.....	43 @ 44		
Thirds.....	@		
Young Hyson—			
Extra.....	50 @ 55		

## Young Hyson—Cost.

Firsts.....	44 @ 45		
Seconds.....	35 @ 36		
Thirds.....	33 @ 34		
Hyson—			
Seconds.....	30 @		
Thirds.....	@		
Gunpowder—			
Pinheads.....	50 @ 53		
Extra Firsts.....	47 @ 48		
Firsts.....	45 @ 45		
Seconds.....	40 @ 41		
Thirds.....	32 @ 33		

## Imperial—

Firsts.....	40 @ 45		
Seconds.....	38 @ 39		
Thirds.....	36 @ 37		
Japan—			
Basket fired.....	26 @ 40		
Pan fired.....	28 @ 40		
Congou—			
Common.....	25 @ 26		
Good.....	27 @ 28		
Superior.....	30 @ 31		
Fine to finest.....	35 @ 40		
Choice to choicest.....	50 @ 75		

## INDIA AND CEYLON—LINE PRICES.

Pekoe Souchong.....	30 @ 31	Darjeeling—	
Pekoe.....	32 @ 35	Fancy Orange.....	40 @ 1.00
Orange Pekoe.....	35 @ 50	Java—	
Ceylon—		Pekoe Souchong.....	25 @ 28
Pekoe Souchong.....	32 @ 33	Pekoe.....	27 @ 29
Pekoe.....	34 @ 40	Orange Pekoe.....	31 @ 35
Orange Pekoe.....	38 @ 45		
B. O. Pekoe.....	38 @ 45		

## SPICES—FIRST-HAND PRICES.

Black Peppers—		Cashu—	
Singapore.....	27 @ 27½	Sayoon, rolls.....	54 @ 56
Acheen A.....	.....	China, rolls.....	21 @ 22
Acheen B.....	.....	do seal, bk.....	16½ @ 17
Acheen C.....	.....	Kwangsi.....	24½ @ 25
Lampung.....	27 @ 27½	Batavia, Ext.....	30 @ 32½
White Peppers—		do short stick.....	28 @ ..
Singapore.....	33½ @ 33½	Cinnamon—	
Penang.....	@ ..	Ceylon.....	28 @ 30
Muntok.....	33 @ 33½	Ginger—	
Heavy—		Japan.....	12 @ 12½
Aleppy.....	20 @ 30	Cordia—ABC.....	16½ @ 17
Tellicherry.....	20½ @ 30	do D.....	19 @ 20
Cloves—		Lemon.....	16½ @ 21
Zanzibar.....	46½ @ 47	African.....	14 @ 14½
Amboyna.....	50 @ 61	Jamaica, g.g.....	15 @ 19
†Penang.....	@ 60	Nutmegs—	
Pimento.....	7½ @ 7½	75c to 80c.....	38 @ 45
Red Peppers—		105c to 110c.....	36 @ 40
Mombassa.....	30 @ 31	Mace.....	48 @ 55
Japan.....	16½ @ 17		

## CHICORY—FIRST-HAND PRICES.

†Domestic, granulated, coarse or medium, in bags.....	@
†In barrels.....	@
†Best English, in barrels.....	@
†Domestic yellow roll.....	@

## COCOA—FIRST-HAND PRICES.

Accra.....	12½ @ 13	Grenada.....	13½ @ 14
African.....	14 @ 15	Hayti.....	11½ @ 12½
Bahia.....	13½ @ 14	Jamaica.....	12½ @ 13½
Caracas.....	12½ @ 13½	Maracabo.....	22 @ 24
Guayaquil—		Para.....	13 @ 13½
Arriba.....	12½ @ 13	Sanchez.....	12½ @ 13
Machala.....	12 @ 12½	St. Vincent.....	@
Caracas.....	12 @ 12½	Savannah.....	@
Cuba.....	@ ..	Surinam.....	13½ @ 14
Dominica.....	13½ @ 13½	Trinidad.....	13½ @ 14

## Prices to Retailers

### COFFEES

(BAG LOTS—100 POUNDS.)

Kind of Coffee.	Green		Roasted.	
	From	To	From	To
Santos.....	11½	14½	13½	14½
Peaberry.....	11½	14	15½	17½
Rio.....	8½	12½	12	15½
Maracabo.....	13	16	16	22
Caracas.....	13	17	16½	21
Bucaramanga.....	13½	18	16½	22
Bogotas.....	14½	19	17½	23½
Mexican.....	12½	19	18	23½
Costa Rica.....	13½	17	16½	21
Guatemala.....	12½	17½	16	21½
Jamaica.....	12	13½	15	16½
Padang.....	27	33	41	43
†Mocha.....	35	34	41	42
†Abyssinian.....	35	33	34½	40
Java.....	26	33	31½	40
Porto Rico.....	14	13½	17	23½

## TEAS.

(SINGLE PACKAGE LOTS.)

	From	To
Formosa.....	28	45
Poochow.....	28	41
Congou.....	28	40
Japan P. F.....	30	45
" B. F.....	25	45
India.....	40	50
Ceylon.....	45	55
Gunpowder.....	35	40
Young Hyson.....	30	48



The old way



The new way

## A man should not do the work a machine will do for him

A merchant, with all his troubles, should never do the work that a machine does better and quicker.

Our newest model National Cash Register makes the records which a merchant needs to control his business. It does fifteen necessary things in three seconds.

Without the register a man cannot do these things in half an hour.

With the register, even a new clerk can do them just by pressing the keys.

Our new electric machines are as much better than old machines as an up-to-date harvester is ahead of a sickle for cutting grain.

The latest model National Cash Register is a great help to merchants and clerks.

It pays for itself out of what it saves.

### Merchants need National Cash Registers now more than ever before

..... FILL OUT THE COUPON AND MAIL TODAY .....

Dept. 11805, The National Cash Register Company, Dayton, Ohio.

Please give me full particulars about the up-to-date N. C. R. System for my kind of business.

Name \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

## TRICOLATOR "THE" COFFEE MAKER

The Aluminum Bowl  
Makes Perfect Coffee  
Thru Paper Filters  
\$1.75

Included with the  
2qt. FIRE KING  
(Almost Unbreakable)  
CHINA Urn \$3.00

A Gallon size \$7.50  
with Fire King urn  
and 100 filters



Send for circular and prices on Urn  
TRICOLATORS and Filter Paper.

**THE TRICOLATOR CO.**  
CHICAGO

## WARNER'S MACARONI

A High Grade All Durum Semolina Product that can  
be profitably Retailed at 10c. Per Package.

**WARNER MACARONI COMPANY, Inc.**

Sales Office: SYRACUSE, N. Y.

## S.A. SCHONBRUNN & CO.

83 Front Street, New York

*Importers and  
Roasters of Coffee*

DISTRIBUTORS OF COFFEE OF QUALITY

Samples and prices that will bear competition, furnished  
on request.

## Protect Your Trade Marks and

Your Trade Marks  
will  
Protect You.

For all information and services relating  
to Trade Marks, Write

**TRADE MARK TITLE CO.**  
Ft. Wayne, Ind.

## Can you afford to pass by

an article which is endorsed by one of the  
largest Tea men in the country as follows:

During 25 years we have never come in  
contact with any article that has given such  
universal satisfaction nor proved such a  
repeater as

## Dwight's Lemon Pie Filling

Sales restricted to the Tea trade.

**WOLVERINE SPICE COMPANY**

GRAND RAPIDS, MICH.

A post-card will procure you a sample.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL.

# **PREMIUMS AND NOVELTIES**

## A JUSTIFICATION OF PREMIUMS

Why the National Retail Tea and Coffee Merchants' Association Believes in the Premium Method of Advertising

SOME of the many reasons why merchants affiliated with the National Retail Tea and Coffee Merchants' Association believe in the premium method of advertising have been officially stated as follows:

It is a system of sales promotion whereby the advertising expense, plus a large percentage of the profits of the business stimulated thereby, is automatically returned to the consumer in the form of useful and desirable merchandise, without in any way increasing the cost or lowering the quality of the product so advertised.

It is a system which produces, with mathematical certainty, a given volume of sales for a given expenditure of money, thereby eliminating advertising waste.

It is a system which reduces the cost of advertising by prompting a continuous series of purchases at the one expense.

It is a system which promotes cash payments and discourages credit business.

It is a system which, by reason of its extraordinary efficiency in promoting continuous patronage, eliminating waste and reducing credit losses, tends to lower the cost of doing business to the distinct advantage of both merchant and consumer.

Too much emphasis cannot be laid on the efficiency of the premium in stimulating continuous purchases. The force of a printed advertisement is often spent in stimulating the first purchase. Next time, perhaps, the purchaser will yield to the stimulus of some other advertisement or the voice of some other vendor of merchandise. All advertisers of a given kind of merchandise are losers through this operation. But to secure a premium the consumer must necessarily continue to purchase the commodity carrying the premium inducement, or from the merchant offering the premium, until merchandise of a stipulated value or quantity has been purchased. Hence, it is easy to see that of all forms of sales promotion applied to food products the most economical is the premium inducement.

That is one of the reasons why premium tea and coffee merchants are able to give consumers more for their money than are the distributors

and merchants who conduct their advertising on a less efficient basis.

## NEW PREMIUM SPECIALTIES

Some of the Latest Productions of the Premium Supply Houses

NEW things are being brought forward every day as premiums which are particularly suitable for use in the tea and coffee trade. Under this heading will appear the more notable productions of the month.

### A COMBINATION LADDER AND STOOL

A new premium specialty of merit is the "Crackerjac" safety lock combination ladder and stool. Two exclusive features are the large



A USEFUL HOUSEHOLD UTILITY  
FOR PREMIUM USERS

elliptical and comfortable seat and the automatic locking safety device, which prevents the ladder from tipping over or collapsing when in use, no matter how the weight is distributed on the seat.

These ladder-stools are made of seasoned hard-



wood, regularly finished in the natural color with a double coat of durable varnish. They make handy pieces of furniture about the house, especially in the kitchen.

The "Crackerjac" is made by the Evan L. Reed Manufacturing Company, Sterling, Ill.

#### CHARACTER DOLLS AS PREMIUMS

Steinfeld Bros., New York, are calling particular attention to a line of character dolls well suited for premium purposes. They are meeting with much favor with premium users. This firm also specializes in toys, and offers a wide selection of real U. S. A. dolls, train, jitney cars, steering sleds, teddy bears, doll carriages, daylight motion picture machines, etc. Steinfeld Bros. issue several descriptive circulars which are full of helpful suggestions for premium buyers.

#### EMBROIDERED ORNAMENTAL COVERS

L. Drucker Company, Ozone Park, Long Island, N. Y., are featuring embroidered ornamental dresser scarfs, table covers, center pieces and cushion slips as premiums. They are made of tan fabric, braided scallop edge, embroidered in artistic colors of mercerized floss and sell for \$4.50 per dozen. This firm also makes up special

embroidered designs for premium houses. These covers ought to appeal particularly to the house-to-house coffee dealer.

#### A SAFETY JAR LIFTER

The Grip-Tite Safety Jar Lifter is a premium that goes hand in hand with the canning season. It is an ingenious wire device that is designed to prevent scalded fingers at canning time and should appeal to most housewives. A wire arrangement grips the jar and a 15-inch handle enables the user to readily lift the steaming can out of the boiler. A sample will be sent upon receipt of 25 cents by The Lincoln-Ray Manufacturing Company, Springfield, Mass.

#### GERMANS FORBID "BEET COFFEE"

It recently came to light that as early as November 22, 1916, the German occupants of invaded Belgium had decreed that no private individual could roast beets for the purpose of making surrogate coffee. Peas, grape pits, raspberry and blackberry seeds are permitted to be used by order of the German Chicory Division.

#### SURE HE WOULD MISS IT

A. L. Jones, Tucson, Ariz., writes: "I should miss the Journal unless it arrived every month."

### Patriotic Premium



Everyone wants a set of these Tumblers and for premium, souvenir or regular selling purposes. It is a winner of great magnitude. Write us for quantity prices, naming quantity desired.

The United States emblem is burnt into the glass, guaranteed to remain forever.

Sample box of six by mail. 75 cents

Made by  
**BONITA ART COMPANY**  
WHEELING, W. VA.  
"The House of New Ideas."

### The Premium De Luxe

Hundreds of the liveliest Coffee Roasters and Wholesale Grocers have

#### REVOLUTIONIZED THEIR SALES

by using **Saxon Chinaware**—"the premium with no back-fire." We have new and up-to-date plans consistent with all rulings and statutes.

We can help you—will you let us?



Write Today.

**THE**  
**SAXON CHINA CO.**  
SEBRING, OHIO



### JAPANESE

Chinaware—Dinnerware—Toys  
Dry Goods—Novelties—Art Goods

General Oriental Merchandise  
FOR PREMIUM PURPOSES

IMMEDIATE DELIVERY OR IMPORT

**TAKITO, OGAWA & CO.**  
NEW YORK CHICAGO  
101 Fifth Avenue 325 W. Madison Street  
—CATALOG UPON REQUEST—

#### Your Prospective Customers

are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 6000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dirs., Zinc Mines, etc. *This valuable Reference Book free. Write for it.*

#### Strengthen Your Advertising Literature.

Our Analytical Advertising Counsel and Sales Promotion Service will improve both your plan and copy, thus insuring maximum profits. Submit your literature for preliminary analysis and quotation—no obligation.

**Ross-Gould**  
Mailing  
Lists St. Louis

## Steinfeld FOOD CHOPPER

Housewives are now seeking aids to conservation. The "Steinfeld" Food Chopper appeals because it enables them to use left overs and make many economical and tempting dishes. It is

### THE MOST ATTRACTIVE AND TIMELY PREMIUM FOR THE HOUSEWIFE

It is entirely different from all other food cutting machines.



The most important improvement is its Simple Construction.

No Knives to Clean  
No Knives to Sharpen  
No Knives to Lose

It Consists of Two Simple Parts

It sharpens itself and is regulated to chop all kinds of food either Coarse, Medium or Fine by the simple adjustment of a small thumb-screw. Easily cleaned, therefore Absolutely Sanitary. A premium with a known market value.

A NECESSITY FOR MODERN KITCHEN ECONOMY

Let us send you particulars and prices.

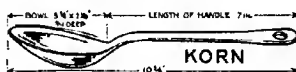
STEINFELD BROTHERS, 116-120 West 32nd St.  
New York

## Good Merchandising

Is selling QUICK at a PROFIT,  
DON'T ask price—ORDER.

Half Dozen to a Gross.

If not SATISFACTORY—return.



25c item

If your Jobber cannot furnish—  
order direct.

GOOD for PREMIUM or SPECIAL Sale.

*The*  
**BUCKEYE ALUMINUM CO.**

Manufacturers of "REAL SOLID"  
Aluminum Cooking Utensils.

**WOOSTER, OHIO**

## TEA AND COFFEE POST CARDS

Two Series of Beautiful Three-Color Pictures  
Showing

**Set No. 1—Tea Culture and Manufacture Around the World.**

**Set No. 2—Coffee Culture and Preparation Around the World.**

Scenes in every tea and coffee country on the globe; many reproduced from original photographs. With descriptive text written by  
WILLIAM H. UKERS, Editor of THE TEA AND COFFEE TRADE JOURNAL.

### 25 Colored Cards in Each Set

25 Tea Cards in Set No. 1    25 Coffee Cards in Set No. 2

No printing on the picture side, but ample space reserved for advertising under the descriptive text on the cards and on the boxes. Each set is packed in a neat carton.

## AN EDUCATIONAL PREMIUM

These cards can be used as an  
**Advertising Novelty**

or as a PREMIUM with, or without coupons.

Parents and teachers will approve and encourage the children to collect them as they tell  
the Complete Tea and Coffee Story.

**Quantity Price List on Request**

NO FREE SAMPLES

**Sample Sets, 25 Cents Each**

ORDER BY NUMBER

**THE AJAX PUBLISHING CO.,**

**85 Wall St., New York**

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

## INDEX TO ADVERTISERS

	PAGE		PAGE
Ambrosia Chocolate Co.....	112	Landers, Frary & Clark.....	175
American Can Co.....	157	Langston Co., Samuel M.....	163
American Sugar Refining Co.....	181	Laurel Mfg. Co.....	112
Arbuckle Bros.....	175	Levy's Sons, M.....	108
Archibald & Lewis Co.....	156	Limoges China Co., The.....	152
Arkell Safety Bag Co.....	162	Livierato-Kidde Co.....	inside front cover
Aron, J. & Co., Inc.....	107	Loose-Wiles Biscuit Co.....	184
Baker, Walter, & Co., Ltd.....	185	Manhattan Baking Powder Co.....	158
Barrett, M. L., & Co.....	110	Merchants Coffee Co. of New Orleans, La.....	183
Boissevain, Eugen.....	111	Mitsui & Co., Ltd.....	105
Bonita Art Co.....	190	Müller, E. B., & Co.....	171
Buckeye Aluminum Co.....	191	National Cash Register Co.....	187
Burns, Jabez, & Sons.....	100, 101	National Packaging Machinery Co.....	outside back cover
Bush & Co., W. J.....	110	National Paper Can Co.....	161
Canister Company of N. J.....	155	National Urn Bag Co.....	112
Carnation Milk Products Co.....	179	Nordheim & Co.....	170
Carter, Macy & Co.....	165	Old Dutch Mills.....	inside front cover
Chiris, Antoine, Co.....	111	Peck & Co., Ltd., Francis.....	169
Copello & Co.....	108	Pneumatic Scale Corporation, Ltd.....	103
Coles Manufacturing Co.....	177	Produce & Warrant Co.....	113
Commonwealth Coffee Co.....	181	Provident Chemical Works.....	154
Continental Paper Bag Co.....	inside back cover		
Dannemiller Coffee Co.....	164	Reeve & Van Riper.....	171
De Cordova, Charles.....	171	Ritchie & Co., W. C.....	159
Deer, The A. J., Co.....	114	Ross-Gould.....	190
Diamond State Fibre Co.....	159	Rowley, Davies & Co.....	169
Dittmann, Charles, Co.....	112	Royal & Co., Thomas M.....	113
Dwinell-Wright Co.....	outside back cover	Russell & Co.....	110
Empire Hardware Co.....	180	Saklat & Co., A. H.....	171
Eppens, Smith Co.....	168	Sauer, C. F., Co., The.....	184
Fischer & Co., B.....	166	Saxon China Co.....	190
Foreign & Home Products Corp.....	109	Schoubrunn, S. A., & Co.....	188
Frank Sons, Henry, Inc.....	110	Sealright Co., Inc.....	163
Franklin Sugar Refining Co.....	183	Shredded Wheat Co.....	173
General Can Co.....	160	Siegfried & Co., John C.....	171
Grace, W. R., & Co.....	106	Sociedade Portuguesa Importadora and Exportadora Lda.....	170
Hillis Cereal Mfg. Co.....	111	Steinfeld Brothers.....	191
Hooton Cocoa Co.....	110	Takito, Ogawa & Co.....	190
Hunt & Co.....	171	Temple Garden Co.....	171
Huntley Mfg. Co.....	102	Thurston & Braidich.....	111
International Coffee Co.....	outside back cover	Trade Mark Title Co.....	188
Irwin-Harrisons & Crosfield, Inc.....	169	"Transmarina" Handelsmaatschappij, Inc.....	167
Jaburg Brothers.....	183	Tricolorator Co., The.....	188
Jardine, Matheson & Co., Ltd.....	171	Union Bag & Paper Corp.....	153
Johnson Automatic Sealer Co., Ltd.....	104	Vulcan Trading Corporation.....	109
Kaffee Hag Corporation.....	185	Wabash Baking Powder Co.....	110
Kalamazoo Vegetable Parchment Co.....	163	Warner Macaroni Company.....	188
Kellogg Cereals Co.....	177	Warner Sugar Refining Co.....	185
Lambert Machine Co.....	98, 99	Washington, G., Coffee Sales Co.....	182
		Weir, Ross W., & Co., Inc.....	173
		Weis Fibre Container Co.....	161
		Wiemann, Geo. F., Co.....	184
		Wolverine Spice Co.....	188

# THE TEA AND COFFEE TRADE JOURNAL

Contents for September, 1918

Volume XXXV

Number 3

WHO'S WHO IN THE TRADE. Frontispiece	213	THE BACKWARD HERO	236
An Appreciation of E. F. Holbrook, Coffee Buyer for the Army and Head of the Holbrook Grocery Co.		A CANNY RUSSIAN KIDNIE	236
IMPROVING THE ARMY'S CUP OF COFFEE	215	WHERE HE BELONGED	236
<i>Illustrated.</i>		THE ARONICLE	236
HOW BRITISH NAVY USES COCOA	217	<i>Illustrated</i>	
A WARNING ON ENEMY TRADING	217	HOW TO HELP WIN THE WAR	237
CHINA'S TEA IN 1917	217	WIN-THE-WAR MEETINGS	237
<i>By Thomas Sammons.</i>		THE FUEL PROBLEM	237
DENMARK HAS NO TEA NOR COFFEE	217	PACKER'S PLEA FOR CO-OPERATION	238
PEPPER IN WAR TIME	218	DON'T KICK	238
<i>By Harry A. McBride.</i>		AMBULANCE GIVEN BY COFFEE JOBBER	238
COCOA STOCK IN THE GOLD COAST	218	BLOCKING NEW WARS	239
MOROCCO AS A TEA PROSPECT	219	<i>By Herbert S. Houston.</i>	
<i>By Maxwell Blake.</i>		U. S. SHIPS FOR COFFEE TRADE	240
COFFEE 100 YEARS AGO	220	<i>By Edwin N. Hurley.</i>	
NAVY NEEDS MUSICAL INSTRUMENTS	220	THE UPLIFT CORNER	241
THE BRAZIL COFFEE SITUATION	221	EDITORIALS	242
<i>By J. H. Williams.</i>		Analyzing That Java Tea Report	
A COFFEE STORAGE PROTEST	223	A MODERN TEA PACKING PLANT	245
INFORMAL DINNER BY THE BRAZILIAN COMMISSIONER	224	<i>Illustrated.</i>	
<i>Illustrated.</i>		MISCELLANEOUS TRADE NEWS	250
COFFEE IN THE UNITED STATES	225	WAGON DISTRIBUTORS' MEETING	250
UPBUILDING COLOMBIAN TRADE	225	TO OPEN A CHINA BRANCH	250
TEA MEN NEED ESTATE MACHINERY	225	MORE UNEQUAL PREMIUMS BANNED	250
JAPAN'S TEA TRADE IN 1918	226	PACKERS ARE ASKED TO SAVE TIN	251
N. C. R. A. TO MEET IN CLEVELAND	226	NEW OFFICERS FOR ST. LOUIS FIRM	251
NO FUEL REGULATION FOR ROASTERS	226	TEA COVERINGS RULING APPEALED	251
COFFEE EXCHANGE APPOINTMENTS	226	COFFEE FIRM IN FOREIGN TRADE	251
ARMY ASKS FOR COFFEE ROASTERS	226	INFORMATION FOR BUYERS	251
ENEMY COCOA BEANS SOLD	226	Coffee Roaster Puts Out New Brand—Gives Games to Advertise Coffee—Some Attractive Advertisements—An Analysis of Tea Imports.	252
TEA AND COFFEE MAY BE TAXED	226	MAINLY ABOUT PEOPLE	252
SWEDEN MAY NOW IMPORT COFFEE	226	OBITUARY	252
SPICES AND EXTRACTS	227	John H. Fisher—William Bohu—Washington Burton—Arthur Brooke.	
THE WAR AND ESSENTIAL OILS	227	MARKETS OF THE WORLD	254
<i>(Continued From August).</i>		OUR LONDON LETTER	254
<i>By C. Holstein.</i>		EAST INDIES SITUATION CRITICAL	255
"FLAVOR" AND "EXTRACT" RULING	228	INVERT SUGAR FIRM UNDER FIRE	256
THAT NON-BEVERAGE ALCOHOLIC TAX	228	PORTO RICO NEEDS SHIPS	256
GROCERY TRADE DIGEST	228	CHICAGO NEWS LETTER	258
FOOD LAW MEN IN CONVENTION	228	THE NEW YORK MARKETS	260
TEA AND COFFEE RESEARCH BUREAU	229	WAR INSURANCE ON BRAZIL COFFEE	260
COFFEE OIL AND FATS	230	SALIENT TRADE NOTES	262
<i>By Trigg.</i>		THE PRACTICAL RETAIL GROCER	268
TEA'S DIETARY STATUS IN ENGLAND	231	THE ECONOMY OF THE PACKAGE	268
BAKING POWDER RULING IN CANADA	231	<i>By Dr. Edwin F. Bowers.</i>	
A FRENCH COFFEE EXTRACT	231	STIMULATING COFFEE SALES	270
PATENTS AND TRADE MARKS	232	<i>By I. K. Merritt.</i>	
PATENT OFFICE RECORD	232	FOOD CONSERVATION DIGEST	270
<i>Illustrated.</i>		PREACH SUGAR CONSERVATION	270
Patents Granted—Trade Marks Registered—Labels Registered—Trade Marks Pending.		<i>Illustrated.</i>	
FOR OUR BOYS OVERSEAS	234	TEA NOTES FOR RETAILERS	274
<i>Illustrated.</i>		<i>By H. L. Maclean.</i>	
TAKING JIMMY'S PLACE	234	SYSTEM AND SALESMANSHIP	276
RIGHT AT HOME	234	GINGER SALES TALKS	276
"THAT IDIOT OF AN EMPEROR—"	234	<i>By Wesley Williams.</i>	
THE TRADE'S ROLL OF HONOR	234	CLASSIFIED WANT ADVERTISEMENTS	278
<i>Illustrated.</i>		PRICES CURRENT	282
In Military and Naval Service—In Government Service—Letters to the Editor			

INDEX TO ADVERTISERS WILL BE FOUND ON PAGE 288

THE TEA AND COFFEE TRADE JOURNAL, published monthly at 79 Wall Street, New York. Terms of subscription \$2.00 a year, postage prepaid, in the United States and Possessions; \$2.25 per year in Canada; \$2.50 in all foreign countries. Single copies 25 cents. Remit by money order or draft. Entered as second class matter January 30, 1906, at the post office at New York, under the Act of Congress of March 3, 1879. Copyright, 1918, by THE TEA AND COFFEE TRADE JOURNAL COMPANY.

# LAMBERT

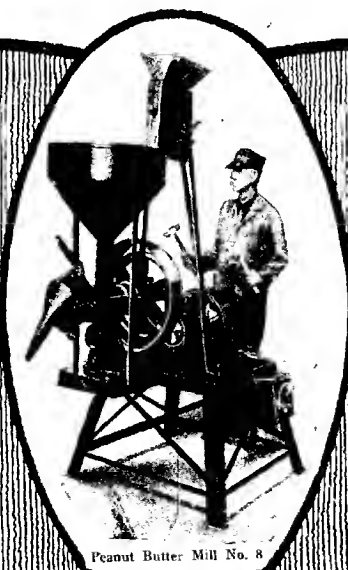
*"The Line That Excels"*

## ***Lambert Peanut Butter Equipment***

Lambert Peanut Butter Machinery excels because it is scientifically, yet simply constructed. Because it is complete in every detail. Because it is substantial. The Lambert Machine Company is the only concern that manufactures complete peanut butter plants.

Lambert peanut equipment consists of suitable peanut roasting apparatus, peanut blancher, picking and stoning machinery, one or more peanut butter mills, complete with automatic salter, auxiliary machinery (elevators, conveyors, storage bins, feed hoppers) and approved power transmission, such as will render the plant as nearly automatic as possible.

Plans designed according to requirements. Specifications and estimates furnished.

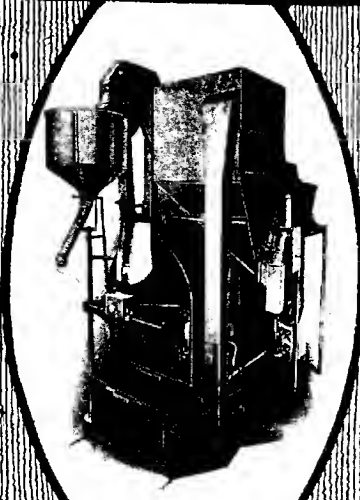


Peanut Butter Mill No. 8

**Lambert Machine Co., Marshall, Mich.**

# LAMBERT

*"The Line That Excels"*



Class E—Electric Coffee  
Roasting Outfit

## *The Lambert Electric Coffee Roaster*

The Lambert coffee roaster excels because it is the pioneer indirect flame (underneath) gas roaster. Because it is the most compact, self-contained, two bag roaster on the market. Because it requires the minimum of power for operation. Because it is easily installed. Because it is substantially constructed.

A complete outfit designed for coffee, peanuts, cocoa beans, cereals, etc., comprising roaster, cooling apparatus, elevator, feed hopper, electric motor, with geared connections and gas attachments; also stoning and chaffing attachments for coffee. Built in two standard sizes—three hundred pounds and two hundred pounds capacity.

Plans for larger plants prepared on application. Ask for catalog of complete line.

**Lambert Machine Co., Marshall, Mich.**

## Machinery and Success

Business success can never depend entirely on machinery. Sometimes success is attained in spite of bad equipment. But for the happiest sort of success, in any business which includes manufacturing operations, the machinery must contribute its due share.

The letter printed below is from a customer who has found use for about twenty-five of our machines of one model. It acknowledges very graciously the part played by apparatus of our regular construction in the success of a business organized on novel lines.

Los Angeles, Cal., July 2, 1918.

JABEZ BURNS & SONS,  
New York.

Gentlemen:

Replying to yours of June 26, will say we are glad to be classed as the largest users in the United States of your No. 7 Rocking-Cooler Coffee Roaster.

The reason is that the first one was a success; and as this business was founded to bring customers back to carry away their purchases we had to have perfection, both in our Coffee and in our Roasting. We tried your No. 7 roaster with rocking cooler, and have never regretted it; and every machine we ever set will be the same if possible. These equipments operate in full sight of the customer and we never have any trouble, no matter how long they have run

They have helped to make us successful.

Yours truly,

PACIFIC COFFEE STORES CO.

E. E. Sellers.

JABEZ BURNS & SONS



11<sup>TH</sup> AVE. & 43<sup>RD</sup> ST. NEW YORK

## "a Burns job"

Brooklyn, N. Y.,  
June 5, 1918.

Jabez Burns & Sons,  
New York.

Gentlemen:

Replying to your inquiry of June 4th, in regard to the two (2) additional No. 1 roasters recently installed by you in our Coffee Department, wish to state they are giving perfect satisfaction. It would not be a Burns job if they did not.

Yours truly,

THOMAS ROULSTON, Inc.  
By J. H. W.

The phrase used in this letter has certainly acquired a pretty definite meaning for people who are associated with coffee roasting affairs. It serves to describe briefly the kind of job which any coffee establishment wants to get,—a job which is sensibly planned and then carried out with dependable materials and workmanship.

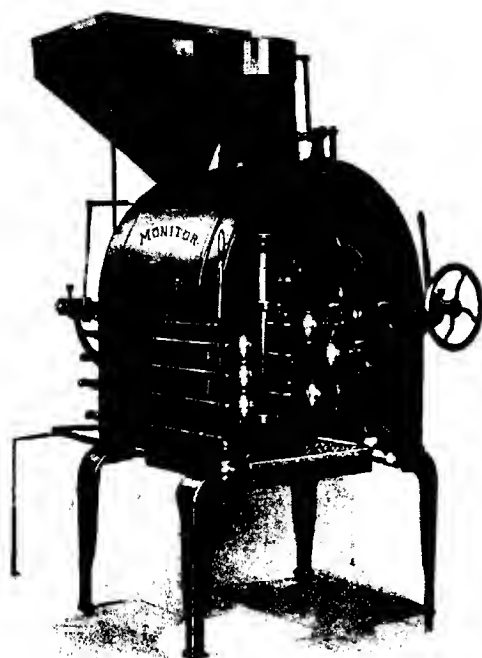
There is only one way in which that meaning could have got into the words. Mere advertising could never have put it there. A page like this, however, may be a timely reminder that it always pays to keep a plant up to the standard of "a Burns job."

JABEZ BURNS & SONS



11<sup>TH</sup> AVE. & 43<sup>RD</sup> ST. NEW YORK





**Monitor**  
REGISTERED TRADEMARK

---

Sizes Nos. 2 and 3

---

The best made and  
most dependable  
factory Roaster  
made

---

Ask any user

---

## BRIGHT ROASTS

---

A Bright roast is a big point in selling coffee in a good many cases. In the MONITOR roaster there are several features embodied in its general make-up, which produce the brightest possible roasts obtainable from any lot of coffee. Let us show this to you. While we are getting this brighter work, we are also getting other very advantageous features, which we should be very glad to show to any interested party. Our CATALOGUE No. 54.

New York City  
121 Front Street  
Chicago  
310 Traders Building

**HUNTLEY MFG. CO.**  
Factory and Main Office  
Silver Creek, N. Y.

Minneapolis, Minn.  
218 Iron Exchange

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When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

## Package Your Goods By Mechanical Means

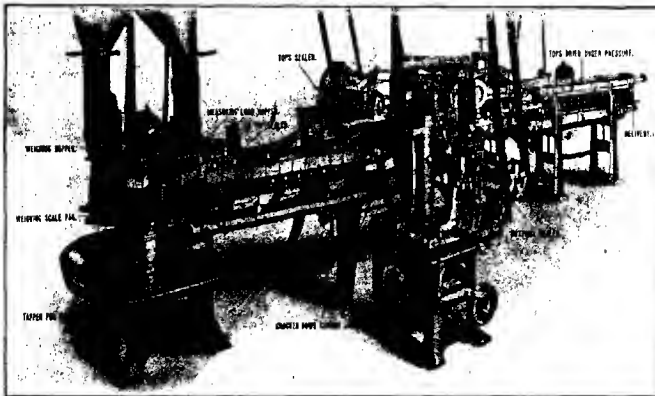
THE PNEUMATIC SYSTEM works twenty-five to forty times as fast as a man, depending upon class of material and size of package, and the use of our automatic packaging machinery thruout the Country has made it possible to release many thousands of able-bodied men.

In an interview that appeared recently in a New York newspaper, a prominent importer and packer of teas said:

"A few years ago we had no way of weighing tea except by hand. We used a hanging scale and had a large force of girls to weigh it. Then came the invention of an automatic machine, which did the work so well that we could dispense with practically 90 per cent of the help we needed with the old method.

"Those girls we had employed were, of course, forced to seek something else to do. They were temporarily out of positions, but there is always some other work to turn to in such cases. Today we cannot get nearly enough girls for our business. So you can see that, while that progressive step did discommode some few individuals for a short time, it did not create an industrial upheaval."

In packaging your goods THE PNEUMATIC WAY, not only is it an advantage to you in cutting out labor and increasing production, but by the use of our automatic packaging machinery you release labor for other service, which is a patriotic duty at this time.



THE PNEUMATIC WAY of Filling, Weighing and Sealing Thousands of Cartons a Day

A Carton Feeder, our latest machine, can be attached to the set illustrated, and will do away with the one operator required, thus making our system entirely automatic from beginning to end.

**PNEUMATIC SCALE CORPORATION, Ltd.**  
**NORFOLK DOWNS, MASS.**

NEW YORK      CHICAGO      KANSAS CITY      TORONTO, ONT.  
 W. & C. PANTIN, 147 UPPER THAMES STREET, LONDON, ENG.

## Why Pay More?

There is no better automatic scale than the

### Duplex Automatic Net Weigher

because a better machine cannot be made at any price.

It has **more Accuracy**, **more Speed**, and is **more Reliable** than any of the high priced machines, and we can prove it!

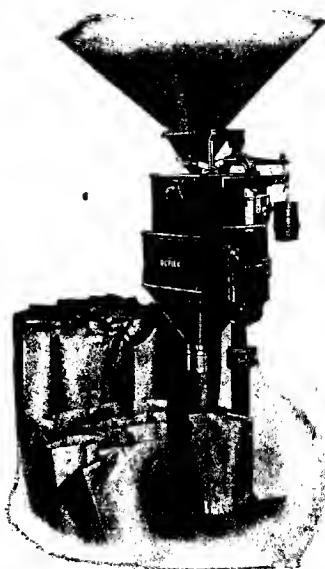
The Duplex accurately weighs and fills into containers all free flowing materials such as coffee, sugar, rice, peas, beans, cornmeal, sago, tapioca, hominy, grits, barley, grains, seeds, salt, etc., at the speed of 35 packages a minute.

Price, \$125.00 F. O. B. Chicago.

**THIRTY DAYS' FREE TRIAL!**

**E. Edtbauer & Company**

817 W. Washington Blvd., Chicago, Ill.



# BAGS

Available Seals for closing them  
Lined Containers  
Labels - Covered Cartons  
Packing Coffee and Tea

WILLIAM M. RYAN & CO.  
BRYAN BLVD. CHICAGO

## How to Conserve Labor

The eighteen to forty-five year draft brings with it new problems for the packer. It will be increasingly difficult to maintain an adequate force in the packing room. Labor saving devices must be used more and more.

In the coffee and grocery trades the popularity of the paper package is growing rapidly. Paper containers are in line with the government's conservation program. They are inexpensive compared with other types of packages. Used in connection with automatic machinery, they decrease overhead, help meet the labor shortage and simplify the packaging process.

If you are contending with the labor shortage, you ought to look well to your packaging equipment. Our automatic machinery for making, filling, sealing and moisture-proofing cartons is helping many manufacturers overcome perplexing problems in the packing room.

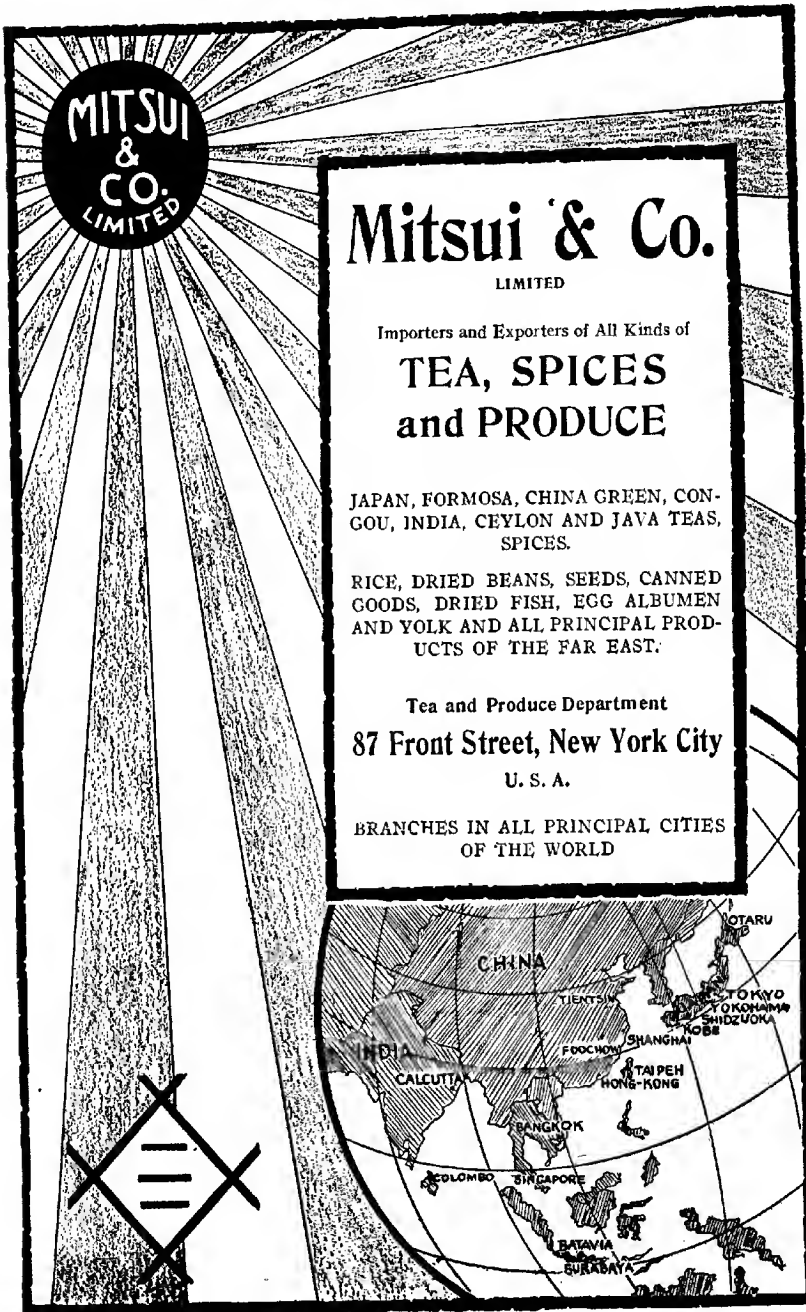
There is a machine that will meet your particular requirements. Let us tell you about it.

**JOHNSON AUTOMATIC SEALER CO.**  
LIMITED

**BATTLE CREEK**

**MICHIGAN**

*"Service is a Science"*



**MITSUI  
&  
CO.  
LIMITED**

**Mitsui & Co.**  
LIMITED

Importers and Exporters of All Kinds of  
**TEA, SPICES  
and PRODUCE**

JAPAN, FORMOSA, CHINA GREEN, CON-  
GOU, INDIA, CEYLON AND JAVA TEAS,  
SPICES.

RICE, DRIED BEANS, SEEDS, CANNED  
GOODS, DRIED FISH, EGG ALBUMEN  
AND YOLK AND ALL PRINCIPAL PROD-  
UCTS OF THE FAR EAST.

Tea and Produce Department  
**87 Front Street, New York City**  
U. S. A.

BRANCHES IN ALL PRINCIPAL CITIES  
OF THE WORLD

Map showing branches in:  
CHINA: TIENTSIN, SHANGHAI, FOOCHOW, KOBÉ, SHIDZUOKA, YOKOHAMA, TOKYO, OTARU.  
INDIA: CALCUTTA.  
CEYLON: COLOMBO.  
SINGAPORE.  
HONG-KONG.  
BANGKOK.  
BATAVIA.  
SURABAYA.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



**CARTER, MACY & CO., Inc.**  
Main Offices 140-142 Pearl Street, New York

**A WORLD-WIDE ORGANIZATION**

Our unexcelled facilities and world-wide organization place us in a position to render tea buyers exceptional service. We maintain our own offices in every important tea-producing country (Shidzuoka, Yokkaichi, Japan; Taipeh, Formosa; Shanghai and Hankow, China; Batavia, Java; Calcutta, India and Colombo, Ceylon), also in the leading distributing centers of the United States (Boston, Philadelphia, Baltimore, New Orleans, Chicago, Cincinnati, St. Louis, St. Paul, Kansas City, San Francisco, Seattle, Los Angeles).

Views of some of our establishments are shown on this page, as follows:

- 1—Taipeh, Formosa.
- 2—Shidzuoka, Japan.
- 3—Colombo, Ceylon.
- 4—Calcutta, India.
- 5—Shanghai, China.



**C O F F E E**

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

## **J. Aron & Company, Inc.**

**Importers**  
**New York**

**COFFEE**  
**New Orleans**  
**Chicago**  
**London**

**Exporters**  
**Santos, Brazil**





# COGOLLO

The mark of one of the highest Grade  
Coffees Grown in Colombia, S. A.

A coffee noted for its mild and delicious flavor and unsurpassed fragranc<sup>y</sup>. Grown in fertile soil and cultivated in accordance with the latest methods. Carefully picked, hulled, selected and stored under sanitary conditions.

Whether you buy "Cogollo Lavado," "Cogollo Selecto" or "Cogollo Especial" you are certain of getting a coffee of uniform quality, a coffee that will add character to your blends—one that will build your coffee trade.

For full particulars apply to M. Duran, 11 Wall St., New York.

ORDER BY THE NAME "COGOLLO"

Buy by the name  
"Cogollo"

COGOLLO & CO. Rep. of  
Cucuta Coffee Planters Colombia,  
S. A.

## EXPORTERS

THE FOREIGN AND HOME PRODUCTS CORP'N

93 FRONT ST., N. Y. CITY 'Phone Hanover 1070

*Desires to QUOTE PRICES and to SUBMIT SAMPLES of*

## TEAS

**Packed to Suit Export Buyers**

Leads and Tins  
 $\frac{1}{8}$ — $\frac{1}{4}$ — $\frac{1}{2}$ —1  
pound packages.

Caddies and Boxes  
Lead Lined  
5 lbs. to 25 lbs.  
Iron strapped.

Original Boxes  
Half Chests  
Cases  
Iron strapped.



**VULCAN TRADING CORPORATION**  
**120 BROADWAY NEW YORK**

**IMPORTERS  
OF**

**COFFEES, COCOAS,  
SPICES**

**CORRESPONDENCE SOLICITED**

**TALKS WITH THE  
GREEN COFFEE BUYER**

**7.—“THE LOGICAL PORT.”**

Just now coffee buyers are experiencing much difficulty in securing prompt shipment to interior points from New York. Delayed deliveries and excessive incidental charges have made the lot of the importer and roaster far from a happy one. With the progress of war preparations, congestion at the eastern terminals is likely to increase.

Because of certain natural advantages and superior facilities for handling coffee, New Orleans is destined to become of increasing importance as a coffee port. Many coffee buyers are now looking to New Orleans for relief from the present situation.

Coffee shipments between Central and South America and New Orleans are likely to increase as congestion at New York becomes more acute. It behooves coffee men to look carefully into the shipping facilities offered by “The Logical Port.”

**M. LEVY'S SONS**

**Importers and Jobbers of Green Coffee**

**436 Gravier Street :: New Orleans**

## Forty-two Million Pounds of Tea

According to the United States Tea Examiner's recent report, about forty-two million more pounds of tea were imported into the United States during the fiscal year ending June 30, 1918, than in the previous year. This is a remarkable increase in tea imports.

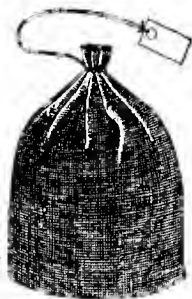


Urn Bag

Trade opinion differs as to what has become of this immense volume of tea. Are the American people drinking more tea or is much of it stored in warehouses?

We would like to believe that our individual tea bags have been and will continue to be an important factor in the sale of this tea surplus. Some tea men insist that tea consumption is on the increase. It is certain that during the past year tea distributors have been using our individual bags in increasing quantities. They can increase tea sales because they stimulate the use of tea in restaurants and hotels.

If you are not selling these bags let us tell you about them. We make and pack them. Our specialty is cotton tea bags, coffee urn bags and mailing bags. Samples on request.



Tea Bag Ready for Use

**NATIONAL URN BAG COMPANY**  
174-176 East 104th Street  
NEW YORK

## BULK COCOA

IN BARRELS AND DRUMS

Also packed in tin cans under your

### Private Label

We make American and Dutch Process Cocoa.

Write for our *Latest Price List*.

State Style of Packing and Quantity Required Annually.

Tell us where you saw this advertisement.

**Ambrosia Chocolate Co.**

331-333-335 FIFTH STREET

MILWAUKEE, WIS.

THE PROGRESSIVE CHOCOLATE AND COCOA MANUFACTURERS

### The Laurel Improved Coffee Granulator and Chaff Remover

Cheapest and best machine on the market. The machine you will want to increase your sales of clean ground coffee. Write for photo and sample of the work of machine.

Used Coffee-Roasting and Grinding Machinery. Send for list.

**The Laurel Mfg. Co.**

627 N. 3d St., Phila., Pa.



**REEVE & VAN RIPER**  
WAREHOUSEMEN

**COFFEE** Milling, Cleaning, Hulling,  
Separating and Picking

**Packers of Teas** in all styles. Lead  
packages a specialty

Storage and Weighing

46-48-49 WATER ST.,

NEW YORK

**E. B. MÜLLER & CO.**

Importers, Growers and Manufacturers of

**CHICORY AND  
COFFEE SUBSTITUTES**

OF EVERY GRADE

211 FRANKLIN STREET,

NEW YORK

**HUNT & CO.**

The Oldest Japan Tea Exporting House  
in the Orient

**JAPAN TEA :: CHINA TEA**

135 Front St., New York

CHICAGO MONTREAL

326 W. Madison St. 3 St. Nicholas St.

*Agencies in Important Cities*

**Jardine, Matheson & Co.,  
LIMITED**

Importers of all classes of tea, including

**CEYLONS, INDIAS  
and JAVAS**

63 Wall Street, New York

BEST VALUES IN

**India and Ceylon  
TEAS**

**Importers**

**A. H. SAKLAT & CO.,** 87 Front St., New York  
Tel.—HANOVER—6664

**TEMPLE GARDEN  
BRAND**



**TEA  
COFFEE  
COCOA  
CHOCOLATE  
SPICES  
EXTRACTS**

**THE TEMPLE GARDEN CO., BOSTON**

Chas. Dittmann F. V. Allain Chas. S. Dittmann, Jr.  
Member N. Y. Coffee Exchange

**CHARLES DITTMANN CO.**  
**Coffee Commission**

New Orleans—501 Gravier St., P. O. Box 747  
Chicago, 326 River St., Rooms, 215-216

AGENTS FOR:

Messrs. Ed. Johnston Son & Co., London  
Messrs. E. Johnston & Co., Ltd., Santos  
Messrs. E. Johnston & Co., Ltd., Rio-de-Janeiro  
Messrs. Norton Megaw & Co., Ltd., London  
Messrs. Norton Megaw & Co., Ltd., Rio-de-Janeiro  
Messrs. Carlo Pareto & Co., Rio-de-Janeiro  
Messrs. Arbuthnot, Latham & Co., Bankers, London  
Messrs. Fred'k Huth & Co., Bankers, London  
U. S. Branch of Thames & Mersey Marine Insurance  
Co., Ltd., of London and Manchester  
London Assurance Corporation (Fire Insurance)  
**Commercial Letters of Credit Issued**  
Our spot department makes a specialty of selecting  
and purchasing coffees for the interior trade.

**BUSINESS WITH PORTUGAL**

Specialty in

**Teas, Coffees and Cocos**

**IMPORTERS AND EXPORTERS**

**SOCIEDADE PORTUGUESA IMPORTA-  
DORA AND EXPORTADORA Lda.**  
(Portuguese Import and Export Co., Ltd.)

Head Office:

Rua dos Douradores, 83, LISBON

London Office: 53, Crutched Friars, E. C. 3

Agencies all over the world

**Java-Holland-America Trading Company**

(Java-Holland-Amerika Handels Compagnie)

**Importers of Java Tea**

AND OTHER DUTCH EAST INDIAN PRODUCE

**ROTTERDAM**

**NEW YORK**

**JAVA**

No. 8 BRIDGE STREET

Direct all correspondence to the New York Office

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

**VANILLA BEANS**

MEXICANS, BOURBONS  
TAHITI, TONKA BEANS

**FRUIT FLAVORS**

**RUSSELL & COMPANY**  
101 Beekman St.  New York City

**FRUIT FLAVORS  
ESSENTIAL OILS**

*Price List upon request*

**W. J. BUSH & CO.,**  
INCORPORATED  
100 William St. NEW YORK

**VANILLAS**

of every variety

ESSENTIAL OILS    ETHERS

**M. L. BARRETT & CO., Importers**  
Oldest Vanilla Dealers in U. S. A.  
233 W. Lake St. Chicago

**WABASH BAKING POWDER CO.**

*King of Private Brands*

The Largest Exclusive Private  
Brand Baking Powder, Extracts,  
Gelatine Dessert, Corn Starch  
and Soda Factory in the World.

Wabash, Indiana,  
Established 1892.

**COCOA POWDER**

UNDER DEALER'S BRANDS FOR WHOLESALE GROCERY AND SPECIALTY HOUSES—

In 1s, 1-2s, 1-4s, and 1-5s, packed under customer's labels, or under our own stock labels,  
All goods guaranteed under U. S. Serial No. 151.

**FOUNTAIN CHOCOLATE**

IN BULK—Barrels—Kegs—Drums—Tins  
For Soda, Ice Cream, and Baking Trade. Both "Natural" and "Dutch Process" grades.

*Write us for samples and prices. State size used and quality needed. Address*

**HOOTON COCOA CO.,**

**NEWARK, N. J.**

**CHICORY**

**HENRY FRANCK SONS, Inc.**  
FLUSHING, N. Y.

Growers, Dryers, Roasters and Manufacturers of Chicory  
in all its Various Forms

# VANILLA BEANS

THURSTON & BRAIDICH  
27 CLIFF STREET  
NEW YORK

## Comores

Bourbon Vanilla Beans  
We are direct receivers  
from the Islands.

## Tahiti

Vanilla Beans  
White and Yellow Label  
Shipments received at  
regular intervals.

ANTOINE CHRIS CO.  
18-20 PLATT ST.  
NEW YORK

## "Arksafe" Elastic Paper Linings

FOR BAGS AND BARRELS

Absolute protection to Coffee, Rice, Sugar  
and Spices.

Samples Upon Request

**Arkell Safety Bag Co.,**

CHICAGO

14 East Jackson Boulevard

NEW YORK

120 Broadway



### \*MORE PROFIT FROM YOUR COFFEE BUSINESS\*

35 years' experience in supplying the steady requirements of the largest coffee  
concerns enables HILLIS to turn out

**COFFEE SUBSTITUTES—COFFEE FILLERS**

and **CHICORY SUBSTITUTES** suitable in **DRINK, ROAST and GRIND.**  
For every purpose

**HILLIS' PRODUCTS** have been a continued source of revenue for all who  
use them. If interested, write for samples and prices.

**HILLIS CEREAL MFG. CO.**

**Rodney & Ainslie Sts.**

**Brooklyn, N. Y.**

## ROYAL Systems Are Business Builders

*Big ad for our store. Increased business 100% and established new trade for peanuts and other articles. Figure the machine would pay any merchant to have, if he made no money whatever on either peanuts or coffee, as people that come in our store buy other goods if displayed properly, which pays for the machine many times over.*

as this letter from one satisfied user will clearly show. For drawing trade to your store this equipment is unequalled.

With the ROYAL System the progressive merchant not only makes steady customers for his FRESH ROASTED coffees, but increases his other business.

Coffee fresh roasted in an up-to-date ROYAL is better because it contains all of the delightful aroma and flavor developed through proper roasting. Through roasting fresh every day there is no chance for evaporation and the customer obtains more cups of better coffee to the pound.

The dealer benefits through the resulting continual sales as well as through the additional saving of five to fifteen cents a pound realized through using our green coffee service and roasting in his own store. This increased profit and additional business usually pays for a complete ROYAL SYSTEM in even less time than we allow for payment!

The ROYAL Steel Cutting and pulverizing mill is an integral part of every System—it granulates or pulverizes the coffee uniformly, thus insuring best results in the cup.

Write for details of our carefully worked-out plan now aiding thousands of wide awake merchants throughout the country. There is a ROYAL System to suit every requirement, and you can take advantage of our Service Department's long experience in "Plan-tation to Consumer" selling.

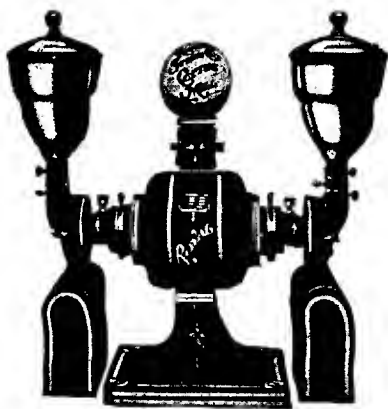
### THE A. J. DEER CO.

1127 West Street,  
HORNELL, N. Y., U. S. A.

World's largest  
manufacturers of  
electrically  
operated

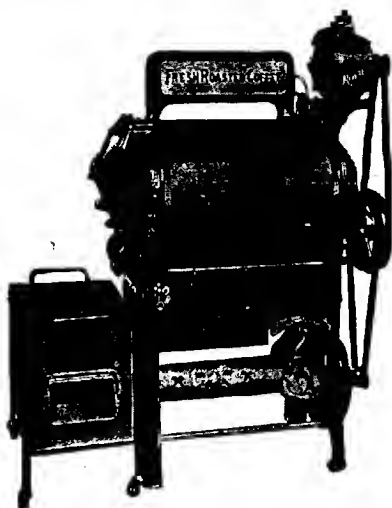
Coffee Mills  
Coffee Roasters  
Meat Choppers  
Meat Slicers  
Peanut Butter  
Machines

For the Retail Trade



No. 77—Royal Electric Coffee Mill

Live Salesmen should write for our  
proposition to experienced men capable  
of sales organization work.



No. 5. Royal Roaster.  
Uses electric power, gas or gasoline heat.

# THE TEA & COFFEE TRADE JOURNAL

VOL. XXXV.

NEW YORK, SEPTEMBER, 1918

No. 3

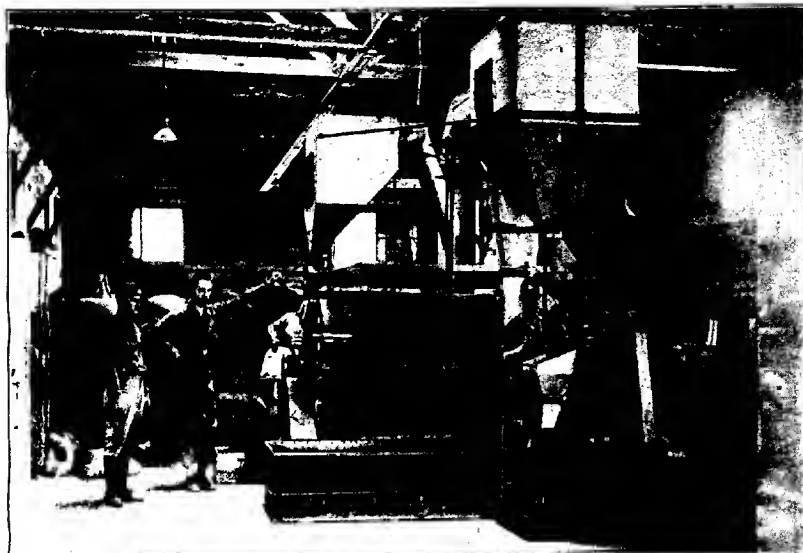
## WHO'S WHO IN THE TRADE



E. F. HOLBROOK

The Army's Coffee Buyer, in the Subsistence Division of the Quartermaster General's Department, Washington, whose advent to office marked the beginning of important reforms in the methods of buying green coffee for the Army and the manner of supplying the roasted bean to the forces overseas and in this country. In civilian life, Mr. Holbrook is head of the Holbrook Grocery Company, Keene, N. H., a leading wholesale house in New England





GENERAL VIEW OF THE COFFEE ROASTING, GRINDING AND WEIGHING OUTFIT



*Photos for "The Tea and Coffee Trade Journal" by the Committee on Public Information.*

CLOSE UP OF THE ROASTING MACHINE, SHOWING OPERATOR SAMPLING A ROAST

THE ARMY'S SCHOOL FOR COFFEE ROASTERS AT CAMP MEADE, MD.

# IMPROVING THE ARMY'S CUP OF COFFEE

¶ American soldiers are to be better looked after in the matter of a good cup of coffee than the troops of any other nation in the world. ¶ How this is to be done is interestingly told in this story of the War Department's plans, calling for forty self-contained coffee-roasting, grinding and packing outfits to be established behind the lines and in American camps, a coffee roaster and blender school at Camp Johnston, much needed reforms in brewing methods, and greatly increased supplies of soluble coffee as an emergency ration.

A BETTER cup of coffee for our soldiers overseas and in the training camps of this country has now been assured by the War Department. No more will they be dosed with "dish-water coffee" made from stale coffee beans that were probably roasted from 30 to 90 days before brewing. Soon they will be getting coffee that has been roasted within twenty-four hours of the time of issue.

This is one of the best of the many good tidings that have come recently from army headquarters at Washington. Late in August an expected official announcement was made that an order had been given to establish sixteen self-contained coffee-roasting and grinding outfits near the battle lines in France. This means that as soon as the apparatus can be transported and set up our soldier boys will be served with as good if not a better cup of coffee than they ever drank at home. All of which means added stimulus to the fighters' morale and material increase in their all-round efficiency.

As related in these columns in the July number, the Quartermaster General's Department has been experimenting with two-bag coffee-roasting and grinding outfits suitable for use in the European zone of fire and in the instruction camps in the United States. The trials have proven altogether satisfactory. The August announcement also revealed that sixteen other plants have been ordered to be held in reserve to supplement the first lot of roasters, as they are needed by an increased army abroad. In addition to the American-made apparatus, General Pershing has taken over for the use of his army two French roasting plants, which will soon be operated by American enlisted men.

In this country five plants are already being operated by the army for the benefit of the troops undergoing preparatory training for service at the front. Three more plants have been authorized, and will soon be turning out fresh roasted coffee every day.

Further assurance of good coffee for our fighters at the front is contained in the announcement that the Government has taken over the entire output of all factories in the United States manufacturing soluble coffee. For some time the army subsistence division has issued soluble coffee for special use at the front, in advanced lines and listening posts where the smoke from a fire used to make coffee would bring down a barrage or bombardment upon the unfortunate coffee maker. So great has been the success of soluble coffee under these conditions that the Quartermaster's Corps has found the demand greater than the supply. As a result new soluble coffee manufacturing companies are being organized and considerable capital invested to insure a largely increased output for the near future.

The Subsistence Division sees that due care is exercised in the manufacture of soluble coffee so that it can be easily dissolved in cold water under the most trying conditions. Experiments have been made to have it put up in stick form, similar to the familiar sticks of chewing gum, and wrapped in waterproof papers.

A ration of soluble coffee will consist of three-quarters of an ounce per man per day. It is understood that this coffee will be packed in meal units, so that if a man is undergoing attack he will not have to stop and measure out the quantity of coffee to put into the water which he is carrying in his canteen. For the present this coffee will probably be put up in the form of capsules or in small paper envelopes.

## REVOLUTION IN ARMY COFFEE MAKING

It was about four months ago that the army's coffee buyer, E. F. Holbrook, announced at a meeting of the New York trade at the Coffee Exchange that certain very definite reforms in army coffee supply were under consideration. Since then the Subsistence Division of the Quartermaster's Corps has been exceedingly active in

coffee research. One of the early discoveries was that roasted coffee deteriorates about 30 per cent when issued ten days after roasting. This and other factors led to the experimental roaster which was tried out at Camp Upton, Yaphank,



DUMPING THE GREEN COFFEE AND COALING UP

L. I., for some time before general adoption in the army's subsistence plans.

One of the other factors that brought about the roasting reform was the matter of economy. Besides the advantage of insuring a better cup of coffee, the Subsistence Division discovered that as a general proposition it would be possible to save about 2 cents on each pound of coffee roasted in the army's own plants. Based on the quantity our army of 3,000,000 men will require this year, namely, 61,000,320 pounds, the saving would amount to over \$1,220,000.

The policy of the Subsistence Division will be to have coffee issued fresh every day. The best grade of Santos coffee is specified in purchase contracts, and it is to be delivered direct to the army camps in this country and abroad.

The actual roasting will be done by trained enlisted men, who will have the rank of non-commissioned officers. A special coffee-roasting school will be housed in a building now being erected at Camp Jos. E. Johnston in Florida, in

which will be installed a model roasting, grinding and packing plant. In the meantime men are being instructed at Camp Meade in the art of turning out properly roasted coffee. Four views of this plant, photographed for this paper, and published by permission of the Committee on Public Information, are printed herewith. This is the largest roasting apparatus used by the American army. It turns out 6,000 pounds of roasted and ground coffee every ten hours. Coal is used as fuel. The grinding is done by electricity.

After the coffee is roasted and ground it is packed in air-tight galvanized tin containers. For front line use these are hermetically sealed to prevent contamination by gas. Because of the shortage of tin, however, the Quartermaster's Department is experimenting with wax paper and fiber containers, which so far have been found satisfactory. They are also vermin and waterproof.

With the introduction of army coffee-roasting



PACKING THE ROASTED COFFEE AFTER GRINDING

plants the War Department has found it advisable to insert a place for coffee roasters in the new questionnaire for men being inducted into military service. This is so that a man who has been doing this work in civil life can be obtained for immediate service in cantonments in the United States and in Europe.

Already thirty professional coffee roasters and blenders out of sixty required for this service have been secured. At least thirty more are needed. The Department prefers men over 31, or not qualified for general military service.

Now that a daily supply of fresh coffee is assured, coffee men who have the interests of our soldiers at heart are looking forward to reforms in the regulations pertaining to the quantity of coffee issued per man and the methods of brewing it. At the time of his talk in the Coffee Exchange, Mr. Holbrook said that the Army Mess Management book was in urgent need of revision. It prescribes practically the same formula for coffee making as it did in the early '60's.

The army regulations direct that 5 ounces of coffee to each gallon of water be used for breakfast, and for dinner 3 ounces more are to be added to the grounds left over from the morning meal. Result—"dish-water" coffee. Mr. Holbrook said he was in favor of making the brew fresh for every meal and not using the grounds twice. He also declared his belief that 8 ounces of coffee per gallon was not too much to give our boys the "pep" needed to send them over the top to victory.

#### HOW BRITISH NAVY USES COCOA

A writer in a London newspaper recently told about the British navy's cocoa in the following words: "Navycocoa, which Princess Mary thought might be good to eat as chocolate, is known aboard ship as 'ki.' It is served out on the first dog watch every Thursday, and it is drunk whenever circumstances (in other words, the ship's 'crusher' or policeman) permit. The men grate down a liberal quantity of it (for 'ki' is less concentrated than shore cocoa) and drink it mixed in basins with sugar and condensed milk. At sea a special cauldron of 'ki,' prepared by the ship's cook, is sent round action stations in 'fannies' or large pitchers. Midnight for the guns' crews of our fleet is the hour when the 'ki' boat arrives."

#### A WARNING ON ENEMY TRADING

The Bureau of Foreign and Domestic Commerce advises that many American firms have unwittingly been corresponding with enemy concerns in neutral countries. It appears that in several instances the names of these enemy firms have been taken from the "World Trade Directory" published by the Bureau in 1911, without checking them up with the Enemy Trading list. Every name in a neutral country should be looked up in the list, copies of which can be obtained from the Division of Information, War Trade Board, Washington, D. C.

### CHINA'S TEA IN 1917

#### The Crop on the Whole Was Good, Especially Black Teas, and Trade Suffered Less Than in 1916

BY THOMAS SAMMONS

Shanghai

THE Chinese tea trade for 1917 suffered less seriously than in 1916. The crop on the whole was excellent, especially black teas, but losses of the first crop reduced considerably the pickings of the second and third crops, and the quantities brought to market showed a decided decline from 1916. The British embargo on imports, disruption of the Russian tea market, and successful competition of Java teas made the year a most difficult one. Although prices were 15 to 20 per cent lower than in 1916 the higher exchange kept gold prices up. High freight rates and scarcity of tonnage made it difficult to effect sales even with those countries who were in the market for Chinese teas. Apparently the only teas not showing a loss are Pingsueys and Hoochows, going chiefly to America. Large stocks of costly teas, mostly fine teas of the first crop, are left on the hands of the Chinese at a heavy loss.

Total exports came to only 150,251,999 pounds, constituting a record falling off. The decrease from 1916 amounts to 55,268,534 pounds, distributed as follows: Black tea, 23,260,800 pounds; green tea, 13,684,667 pounds; brick tea, 15,539,867 pounds; dust and tablet tea, 2,783,200 pounds.

However, even under present discouraging conditions, an old-established Chinese company has perfected arrangements for turning out tea suited to foreign trade and prepared almost entirely by specially designed machinery. This tea will be guaranteed absolutely pure Chinese leaf, and it is hoped by this new enterprise to revive the foreign demand for China teas.

Exports of black tea to the United States (including Hawaii) held steady as compared with 1916, the figures being 10,661,867 pounds in 1916 and 10,520,134 in 1917. In green teas there was a big increase, from 8,542,133 pounds in 1916 to 12,059,333 pounds last year.

#### DENMARK HAS NO TEA NOR COFFEE

The recent conclusion of trade agreements between the United States and Norway and Sweden has brought to light the fact that Denmark is practically without tea and coffee, and for a long time has been subsisting on surrogates, such as cherry and blackberry leaves for tea and acorns for coffee.

## PEPPER IN WAR TIME

## A War-Time Survey, Showing That Some Countries Have Benefited and Others Suffered—British Import Figures

BY HARRY A. MCBRIDE  
London

THE following figures show that war conditions have caused a great development in the British pepper trade, which is now three times as great as in 1913. The imports of pepper into the United Kingdom during 1916 amounted to 23,333,940 pounds, as compared with 23,556,862 pounds in 1915, 13,670,751 pounds in 1914, 7,294,052 pounds in 1913, and in 1913 7,266,372 pounds.

A large part of the imports are, however, re-exported to foreign countries; the amounts thus reshipped were 6,337,669 pounds in 1912, and 13,097,665 pounds in 1916, thus evidencing the fact that a large part of the British pepper imports is simply transit trade. The United States takes the largest share of these re-exports, the shipments to that country in 1916 having amounted to 5,253,273 pounds. Other important destinations are Italy, Brazil, Russia and Argentina.

## WHERE PEPPER IS GROWN

In 1916 a very large percentage of the British imports of pepper came from the Straits Settlements and dependencies, the quantity amounting to 19,790,754 pounds. Of this amount only 1,425,917 pounds originated in Java; in 1912 Java was the greatest supplier to the British trade, being credited with 8,800,926 pounds, while the Straits Settlements supplied 4,147,492 pounds.

The chief pepper-producing localities of the world are in the Dutch East Indies, Straits Settlements, Cochin China, Siam, Malaya and Southern India. Of these the Dutch East Indies and the Straits Settlements are by far the most important.

Sumatra and the Rhio-Lingga group are the most important parts of the Dutch East Indies for pepper cultivation. The crop is also grown in Borneo. In Siam pepper comes next in importance to rice and teak among the products of that country, and in the French possessions of Cochin China and Cambodia the area of the pepper crop is largely governed by the quantity of pepper which is allowed to be admitted into France free of customs duty. During the last few years this has been limited to 2,500 tons a year, but during 1915 high freight rates made the exportation difficult. As a result, the price was from 10 to 15 per cent lower than the previous year, and growers took no steps to increase production. The dry-

ness of the 1915 season caused a further decrease in production.

## PRODUCTION IN BRITISH POSSESSIONS

A recent issue of the "Times" Trade Supplement (London) states that the Malabar coast of Southern India is the chief British locality of pepper production, and the average export from India during recent years has been about 6,000 tons a year. In Sarawak pepper is the chief crop of the country, and is cultivated chiefly by Chinese. In British North Borneo it is now grown only for local consumption, low prices having killed the trade.

Pepper is an important article of production in the State of Johore in the Malay Peninsula, and the output there is usually about 2,000 tons, representing about 10 per cent of the exports from Singapore, the greater proportion of which comes originally from the Dutch East Indies. Pepper is also grown at Kemasik in the State of Trengganu by Chinese planters; the exports in 1915 were 432 tons. There is a large area of land available in Trengganu for the cultivation of pepper and gambier (which is often grown with pepper).

Pepper was formerly grown in Zanzibar, but its cultivation there has been abandoned. In fact, it is little grown in any but the Oriental countries which have been mentioned. Pepper cultivation has not been carried on in the West Indies or South America; it has been successfully tried in Trinidad, but never planted on a large scale. In Jamaica it was tried but did not flourish.

Serious reductions of stocks of pepper have taken place all over Europe during the last year or two. This is not only due to lack of shipping in the Far East but also to the fact that so much attention has been given to rubber in Malaya and the Dutch East Indies that pepper has been neglected. Existing vines have grown old, and new gardens have not been planted. On the other hand, it is reported that the area under pepper has been extended in Siam. Beside the use of pepper as a kitchen and table condiment, large quantities are required by the preserved provisions trade. An artificial perfume resembling that of heliotrope may be obtained from pepper by distillation and subsequent chemical reactions.

## CACAO STOCKS IN THE GOLD COAST

Over fifteen large cargo boats would be required to convey to Europe or America the cacao that has been plucked and is now lying in the stores of shippers in the Gold Coast, according to a newspaper account published recently in Accra.

## MOROCCO AS A TEA PROSPECT

Changes in Trade Channels Brought About by  
the War Open a Bright Future for  
American Tea ExportersBY MAXWELL BLAKE  
Tangier

WITH the vastly improved conditions of the mercantile maring of the United States, which may be anticipated as a result of American shipbuilding activities, it is not improbable that a permanent displacement of market centers for various products may be the result after the war. If these shipping facilities should be availed of by American tea dealers, making American ports favorable centers of distribution, there would appear to be no reason why shippers in the United States should not participate to an important degree in the future tea trade of Morocco. It must be remembered, however, that the establishment of direct shipping communication between the United States and Morocco is an essential condition to the building up of any permanent trade between the two countries, especially so in any attempt to obtain a lasting participation in the supply of a staple commodity such as tea.

London has always been the most important center of Morocco tea supplies. Hamburg merchants before the war were attempting to secure this trade by means of long credits and other facilities which they were prepared to grant to native buyers. Some progress was observed in the trade of German tea shippers, but the Moroccan has always shown marked preference for tea from London. On this account, before the war, it was difficult to find any Moroccan firms disposed to take up the representation of any but British tea merchants, and almost all important merchants in Morocco had their London connections for the sale of tea.

The favored position of London as a tea market is a result of its numerous and regular steamship connections with the Orient.

Curtailment of freight from the Orient and the exhaustion of European stocks may contribute to throw the future of the tea trade in the "melting pot," and London can no longer be said to be an exclusive center of distribution for this commodity.

In the import returns of the Shercean custom house tea occupies the third place of importance. It is the favorite beverage among the natives of the country, green tea forming an essential article of diet for all Moors of whatever degree or occupation. Black tea is consumed in relatively unim-

portant amounts by the limited European population. The following table indicates the quantities of tea imported into Morocco during the years 1913-1916:

Imported from—	1913	1914	Tons 1915	1916
England .....	2,321	1,864	2,478	2,701
France .....	516	338	304	687
Germany .....	547	414	.....	.....
Other countries .....	340	7	8	2
Total .....	3,724	2,623	2,790	3,390

The types of green tea in general demand in Morocco are Sow Mee, Young Hyson, Foong Mee, Chum-Mee and Gunpowder. All these types are consumed throughout the country, but various towns or districts shows marked preference for one variety over another.

## TERMS OF SALE AND PACKING

Prices for green tea are almost invariably quoted c. i. f. Moroccan ports, insurance covering marine risks. War risk insurance constitutes an additional charge on the invoice.

Payment in Morocco for shipments of tea has always been effected by bills of exchange of varying periods. The usual term of credit is four months from date of invoice. Before the war these terms were frequently subject to extension, and in some cities, as Larache, Fez and Marrakesh, the original credit demanded was six to nine months.

Most tea shippers have continued to sell in Morocco, up to the present time, against bills of exchange at four months' date, but considerable business is now transacted on the basis of cash against delivery of shipping documents. A discount of 2½ per cent minimum is always allowed for cash payments.

Green tea, shipped to Morocco, is packed in lead-lined square cases, containing 60 to 80 pounds net weight of tea. The more expensive qualities are packed in double boxes. The boxes are invariably covered with canvas, outside which there is a further casing of wide straw matting.

## METHOD OF MARKETING

European tea shippers effect their sales in Morocco through the intermediary of local agents, who are kept supplied with samples of the qualities available for offer, together with current prices. Upon these bases orders are transmitted by the local agents to their principals, who make shipments direct to the buyers.

Drafts are attached to the bills of lading, and the latter are delivered to the buyer against his acceptance of the draft. This operation, in most cases, is effected through one of the local banks,

but in some instances is confined to the local agent himself.

The local agent's agreement invariably contains a clause requiring him to act in case of need; and in the event of a customer refusing to take up the documents covering his shipment the agent is expected to take possession of the goods, store and dispose of same for the account and in accordance with the instructions of his principals. In some cases the agent undertakes "del credere" engagements, constituting himself guarantor for payment of all goods shipped under orders booked by him. These are somewhat exceptional conditions, and such engagements are remunerated by a substantial increase in the amount of the agent's commission.

The average amount of the agent's commission on tea sales is 5 per cent of the invoice.

The native tea consumer is very difficult to satisfy, and on this account the Moroccan tea importer is extremely particular about the quality of the goods supplied him. The shipper must exercise the greatest care that shipments are made in strict accordance with sample.

### COFFEE 100 YEARS AGO

Extracts from a Review of the Market in the New York "Daily Advertiser" of December 20, 1823

**E**DWARD ABORN, New York coffee roaster, has an old-time market report dated December 30, 1823. It consists of two printed pages, containing a review of the market for the week ending Saturday, December 20, 1823, issued from the New York "Daily Advertiser" office. There are two blank pages, one of which contains a letter written in the course of business, and the other the address. For mailing, the document was folded, closed with sealing wax and stamped, as was the custom of the time. Envelopes were not used in those days.

The market report is interesting as giving the varieties and imports of coffee of that long ago time, and also as quoting prices, imports, etc., of many other products. It is curious to note that trade on several articles was at a standstill owing to the closing of the North River by ice.

The report states that there had been no sales of cocoa that week. It continues, "The quantity of Caraccas at market is small, which, with other kinds, is much neglected. We do not vary quotations:

Caraccas (cwt.), \$30; Caraccas Island, \$11 to \$12; Caraccas cayenne (cwt.), \$13 to \$13.50; Caraccas Sui-nam, \$13 to \$13.50."

The import of coffee during the week ending

December 20 is stated as "2 tierces and 1 bbl. Jamaica; 657 bags San Domingo; 58 bags La Guayra." The review then continues:

Since our last report a sale of about two hundred bags San Domingo was effected at 13½ cents, short price, at 90 days, and small parcels at 19 cents for some consumption. Cuba of very handsome quality has been run off at 20½ cents, 90 days to 4 months. Some parcels of Porto Rico are held at 21 cents. The market continues to be glutted with middling and poor qualities of coffee, which is held at every intermediate price. The Fairplay's cargo is represented as being of the new crop—the state of weather has prevented its being landed. Java is in small demand. We reduce our quotations:

Havana (inferior and lb. middling).....	19 @20
Porto Rico (inferior and lb. middling).....	19 @20
Laguaira (inferior and lb. middling).....	19 @20
Laguaira (superior) .....	20½ @21
St. Domingo .....	19 @
Java .....	22 @23

Import from the 1st January, 1823, to the 13th of December, inclusive:

1,901 bags, 42 hhds. Havana.	
3,567 bags Java.	
22,397 bags, 53 hhds, 66 bbls, and 1 tierce St. Domingo.	
24,700 bags, 1,410 hhds, 1,944 bbls, 51 tierces Cuba.	
74 bags St. Croix.	
22 bags, 18 hhds, 51 tierces and 257 bbls. Jamaica.	
7,398 bags, 77 hhds, 472 bbls, and 1 box Laguaira and Porto Rico.	
6 bags and 6 bbls. Dominica.	
3 bags Demarara.	
1,375 bags Brazil.	

Export, from the 1st of January, 1823, to the 1st of December:

Coffee .....	62,180 cwt.
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English mustard is quoted in the same report at 37 cents a pound; in dozen bottles, \$1.25 to \$1.31.

Rice is quoted at \$3.37 to \$3.50 per cwt.

The report states there was no alteration in the price of teas and "the market continues dull":

Hysou .....	100 @ 106c.
Young Hysou .....	108 @ 110
Hysou Skin .....	70 @ 78
Bohea .....	26 @ 28
Gunpowder .....	125 @ 135
Imperial .....	@
Souchong .....	50 @ 65
Pouchong .....	60 @ 80

Sailors are reported as being "rather scarcer than they were last week, but wages have not risen in consequence. We quote them the same: Price seamen, \$11 @ 12; ordinary, \$9 @ 10 per mo."

### NAVY NEEDS MUSICAL INSTRUMENTS

A thousand stations for receiving gifts of musical instrument for the navy have been established in New York by the Lower Wall Street Business Men's Association, which is conducting a campaign to obtain phonograph records, banjos, violins, or even pianos and organs, for the boys in blue as patriotic gifts from citizens. The association recently sent out a special appeal to individuals to contribute liberally, either giving instruments or the money that will help buy one or more.

## THE BRAZIL COFFEE SITUATION

### An Analysis of the Different War-Time and Other Factors That Have Affected the Export Trade

By J. H. WILLIAMS

Latin American Division, Bureau of Foreign and Domestic Commerce

THE bulk of the exports of Brazil has for years consisted of two products—coffee and rubber. For example, out of total exports of \$313,628,000 in 1913, rubber and coffee comprised \$248,579,000, or about four-fifths of the total. By far the most important single export is coffee, which in 1913 amounted to \$198,157,000, or over 63 per cent of the total exports. Coffee is not a war commodity. The Allied powers have therefore restricted its import. Even more serious is the fact that the large demand from Central Europe, amounting normally to about 4,000,000 bags a year, has been cut off. In consequence, the United States is at present the only unrestricted market for Brazilian coffee, taking about one-half the total exports. Added to these pronounced restrictions of the demand for coffee is the fact that the Brazilian supply during the war has been somewhat above the pre-war normal. The result is that Brazil has on its hands an increasing stock of coffee, which it cannot hope to dispose of until after the war.

This situation became acute almost immediately upon the outbreak of war, and led in 1915 to the re-establishment of a valorization system, along somewhat different lines from the plan of 1907-8. The Federal Government by law of 1915 authorized the issue of 350,000,000 paper milreis (at present rate of 25.25 cents for milreis = U. S. \$88,375,000), of which a part was to be used for carrying out a new plan of coffee valorization. The paper money was lent by the Federal Government to the State of Sao Paulo, which has been conducting the valorization operations. The plan was to prohibit the export of coffee above 6,000,000 bags a year; the 4,000,000 bags which in normal times went to Germany, Austria, etc., to be held in Brazil, the State of Sao Paulo loaning up to 60 per cent of a value to be fixed on a basis of past averages in paper money to coffee growers who deposit their coffee in warehouses; the warehouse receipts to be handed over by the State government to the Federal Government as collateral for the issue by the latter of the paper money. This loan feature was dropped, however, and instead the State of Sao Paulo undertook to purchase at an official price so much of the annual coffee crop as might appear sufficient to maintain prices, or, failing in that, so much as it might be able to purchase with the paper money funds supplied to it by the Federal Government under the laws above mentioned.

In the present year the Sao Paulo government has been buying large quantities of coffee (about 3,100,000 bags up to July 25) at the price of \$4900 per 10 kilos (*i. e.*, about \$1.24 for 22.4 pounds). The ordinary market price, however,

has been lower, between \$4600 and \$4500. Interior shippers and planters are demanding that their coffee be sold to the Government, and the Coffee Associação of Santos has presented a memorial to the Government requesting a further issue of 300,000,000 milreis of paper money for additional valorization purchases.

The following statement indicates the coffee position up to May, 1918:

	Bags
In hands of Sao Paulo government April 30, 1918 .....	2,788,875
In hands of commissaries and exporters, inclusive of 600,000 bags bought by the Sao Paulo government .....	4,150,416
Shipped coastwise .....	281,000
Exported up to April 25, 1918 .....	7,325,665
Total .....	14,545,956
Less stock on June 30, 1917 .....	1,100,000
Net total .....	13,445,956
To come down to complete estimated crop .....	3,564,044
Total crop .....	17,000,000

The table indicates that of a total crop of 17,000,000 bags, about 13,500,000 bags have actually come to market; of this quantity somewhat more than 7,000,000 bags have been exported, leaving the enormous quantity of 5,939,291 bags of the 1917-18 crop, and 1,100,000 bags of the 1916-17 crop—a total of virtually 7,000,000 bags, or as much as the total 1917-18 exports—in storage in Brazil and unable to find an outlet. The State of Sao Paulo, it is seen, is itself holding almost 2,800,000 bags, or almost 40 per cent of the total amount in storage.

#### DECREASE IN PRICE OF COFFEE

The supply of Brazilian coffee is much in excess of the demand. The result is that in spite of the large purchases by the Government the price in Brazil has gone steadily downward. Meantime, as a result of rising freight and insurance rates (which are, moreover, additional causes of the diminution of exports), foreign coffee prices have risen. The following table shows the price of Brazilian coffee in London and in Santos for the period 1911-1918:

Date	London Price Per Hundred weight Shillings	Santos Price Per 10 Kilos
October 16, 1911 .....	66/9	\$5600
March 26, 1911 .....	62/3	75000
March, 1913 .....	52/9	65250
March, 1914 .....	41/3	48750
March, 1915 .....	43	58150
March, 1916 .....	44/6	48900
March, 1917 .....	53/6	55500
March 21, 1918 .....	66/9	48100

The different course of Brazilian and of foreign prices is apparent. After the initial fall to 41s. 3d. in 1914, provoked by the liquidation of speculative accounts that followed the Balkan War, London quotations moved upward with the increasing charges for freight and insurance. The course of prices in Brazil has been just the contrary. Since October, 1911, when, owing to reckless speculation, prices reached the maximum in both the Brazilian and the London market, prices in Brazil have, with the exception of a slight reaction in 1915, due to the extraordinary activity in the trade with Scandinavia and the United





#### TEA TIME FOR RED CROSS NURSES AT THE FRONT

**A** REFRESHING cup of tea is a big factor in the lives of the nurses serving with the American Expeditionary Forces. This picture shows a group of Red Cross nurses in a rest room of a big American hospital in France enjoying a cup while off duty. American nurses in France are leading strenuous lives and the Red Cross is doing everything possible to maintain their strength and spirit.

States, dropped continuously, until at \$100 per 10 kilos it is doubtful if they suffice even to cover the cost of production.

The facts that have been presented—the restriction of markets, the decline of prices, the abnormal accumulation of stocks in Brazil—find their most convenient expression in the figures of coffee exports. The following table shows the exports of coffee for the years 1913-1917. Both quantity and value figures are given:

Year	Quantity Bags	Value
1918.....	12,267,000	\$198,157,000
1914.....	11,270,000	131,220,000
1916.....	17,061,000	156,443,000
1916.....	13,029,000	138,296,000
1917.....	10,605,000	112,633,000

Except for the reaction in 1915, the trend of coffee exports, both in quantity and in value, has been pretty steadily downward. The increased quantity exports of 1915, almost 4,000,000 bags greater than in 1913, are noteworthy. But because of reduced prices the value figures of the 1915 exports are more than \$40,000,000 less than in 1913. After 1915 the decline in both categories is striking. The year 1917 is the low-water mark. Quantity exported fell almost 6,500,000 bags below 1915, and the value fell over \$44,000,000 below the 1915 figures and over \$86,000,000 below the

1913 figures, a decrease of 45 per cent. It ought to be said, too, that 1913 was by no means a normal year, exports of coffee being \$28,114,880 below the 1912 figure.

#### BRAZIL'S COFFEE EXPORTS LOWER

A recent review of the foreign trade of Brazil during the first three months of 1918 stated that the total value declined. The report pointed out that, "The decrease in coffee shipments is especially perceptible. But 1,775,000 bags were shipped this year, as compared with 3,276,000 in 1914; 4,856,000 in 1915, 3,407,000 in 1916, and 2,962,000 in 1917. The total coffee values were reduced by almost 50 per cent as compared with those of 1917, which difference alone accounts for the decrease in exports of approximately \$15,000,000."

#### SOUTHERN CALIFORNIA SENDS A BOUQUET

S. J. WINES, president of the S. J. Wines Coffee Company, San Diego, Cal., writes: "To anyone in the tea and coffee business this monthly ('The Blue Book of the Trade') is a source of information that we surely appreciate."

## A COFFEE STORAGE PROTEST

### New York Importers Claim Exorbitant Handling Charges and Ask Federal Government for Relief

THE storm that has been brewing between New York coffee importers and the steamship companies and warehousemen came to a head early in August. The importers claim that certain warehousemen and steamship lines are profiteering and delaying deliveries. They say the rates for handling and storage are exorbitant, and are not justified by the actual increase in price of labor and material since the beginning of the war. Coffee men agree that some advance in rates may be justified, but cannot believe that it is equitable to increase the rates 100 per cent over what they were a year ago. It is claimed that some importers have been obliged to pay 7 cents a bag for handling and 6 cents for storage in addition to the freight charges. Three cents a bag for handling and 3 cents for storage was the prevailing rate before the war.

The importers are also complaining about the lack of storage room and the way in which cargoes are being discharged most anywhere that suits the convenience of the steamship companies. New York coffee traders tell of cargoes being deposited in South Brooklyn, the Bronx and other out of the way places, necessitating heavy cartage charges to get the coffee to the importer's place of business. In one instance a cargo was dropped at Baltimore. These extra charges often wipe out the margin of profit, according to the importers.

The coffee trade gathered at the New York Coffee Exchange on August 27 to frame an appeal to the Government for relief. The matter was left to the Coffee Advisory Committee to put the different claims into proper shape for forwarding to Washington. A leading coffee man says he believes some adequate measures of relief will be instituted by the Government officials, probably in the form of increasing the importer's margin of profit and perhaps by regulating handling and storage rates.

#### WASHINGTON AWAITING FORMAL PROTEST

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., September 3, 1918.—Up to this time coffee officials of the United States Food Administration have received no formal protest relative to the alleged exorbitant charges by the steamship and warehouse companies.

They have had a number of individual complaints concerning this service, and they are expecting in the near future a complete report of this situation from the Advisory Committee of the New York Coffee Exchange. No action seeking to relieve this situation will be taken until this formal protest report has been received.

LAMM.

#### NEW ORLEANS SEES BIG OPPORTUNITY

[FROM A STAFF CORRESPONDENT]

NEW ORLEANS, Aug. 29, 1918.—The reports received here of the congestion of coffee at New York have attracted special attention in coffee circles, because there is a very small stock and plenty of warehouse space and wharf room. The only factor that prevents rapid distribution is the lack of ships to bring the coffee from Brazil.

The Board of Trade coffee committee has taken up the subject afresh in the light of the situation at New York, and is getting the views of Mississippi Valley dealers, roasters, importers and others. The coffee interests have been at work for some time on the matter of getting ships, and have sent a committee to Washington several times.

E. B. Harral, coffee broker, has been playing up the congestion at New York in his trade circulars, saying that it is manifest that coffee business from South America for the Mississippi Valley should pass through New Orleans, because it is cheaper to handle it at this port as compared with New York. Mr. Harral says the New Orleans cost is from  $\frac{1}{4}$  to  $\frac{1}{2}$  cent a pound cheaper. The circular also states that the shipping route to New Orleans from the east coast of South America passes south of the zone of submarine activity, whereas the route to New York is squarely in the danger zone.

S. Jackson, a prominent warehouseman in charge of the distribution of coffee at this port, said that it is mainly a matter of steamships at New Orleans that is involved. He said there is plenty of wharf and warehouse space here for coffee, and that the trains which bring wheat and other grain to New Orleans supply abundance of space to deliver the coffee to the interior. Mr. Jackson said that coffee can be handled both cheaper and more readily at New Orleans than at New York. Coffee for the interior is transferred from the wharf to the cars and does not require either cartage or storage.

President Clerc, of the New Orleans Board of Trade, is in possession of a number of letters from leading Mississippi Valley coffee firms which show that the Valley has been suffering consider-



#### INFORMAL DINNER BY THE BRAZIL COMMISSIONER TO HIS FRIENDS IN THE COFFEE TRADE

These might be dull days for the Brazil Coffee Commissioner, Theodor Langgaard de Menezes, waiting, as he is, upon the wishes of the United States Government, but the Commissioner is fast becoming acclimated and is enjoying his forced leisure as best he can under the circumstances. Here we see him in a private dining room at the Hotel Plaza, New York, August 22, acting as host to twenty-eight of his new-found American friends, including some of the leaders in the green coffee trade. The party lasted from eight to one, and during all that time Mr. de Menezes assures us there was no mention of coffee propaganda. Good fellowship reigned and a pleasant time was had by all. Those present, reading from the host's right (left of the picture), were:

T. Langgaard de Menezes (centre); Ross W. Weir, chairman, Joint Coffee Trade Publicity Committee; William Bayne, Jr., William Bayne & Co.; Louis R. Gray, Arbuckle Bros.; Henry Schaefer, Schaefer & Co.; George W. Peabody, Trust Co.; Raul Ribeiro, A. Schierenberg, Com. Coffee Exchange; Charles McLean, P. C. Meehan Co.; To the host's left: H. C. de Martens, Prichard, M. J. Drury, B. Meyer, Stewart, Carnal & Co.; J. D. Fickslay, Williams, Russell & Co.; Frank C. Russell, Russell & Co.; Agent Prado, Chaves Co.; G. F. Drury, B. Meyer, Stewart, Carnal & Co.; Gustav Padenbach, E. Fischer & Co.; Walter D. Smith, G. W. Vanderhoof; C. Arndt, Steinwender, Stoffregen & Co.

ably because of the lack of shipping to New Orleans. An appeal is to be made to Washington for more ships to relieve the situation. The Board of Trade Committee is preparing the case for presentation. E. K. PELTON, SR.

## COFFEE IN THE UNITED STATES

### A Statistical Survey of the Imports, Re-Exports Deliveries and Stocks on Hand June 30, 1918

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Aug. 20, 1918.

STATISTICIANS of the United States Food Administration have compiled the following record which they believe shows the coffee situation in the United States on June 30, 1918:

TABLE 1.—GENERAL SUMMARY OF THE COFFEE SITUATION IN THE UNITED STATES FOR JUNE, 1918

	1918	
	Amount	Per Cent of 1917
Stocks of coffee June 1.	283,506,630	75.4
Brazil coffee	149,628,466	56.1
Other kinds	133,878,224	139.8
Imports during June..	111,028,942	118.8
From Brazil	66,065,515	187.5
Other sources	44,973,397	77.2
Total stocks and imports	394,535,572	84.0
Deliveries during June.	78,223,000	89.1
Brazil coffee	59,716,000	80.4
Other kinds	27,507,000	111.2
Stocks of coffee June 1.	318,312,632	82.9
Brazil coffee	164,908,011	69.0
Other kinds	153,344,621	105.7

TABLE 2.—GENERAL SUMMARY OF THE COFFEE SITUATION IN THE UNITED STATES JAN. 1 TO JUNE 30, 1918

	1918	
	Amount	Per Cent of 1917
Stocks of coffee Jan. 1.	328,553,000	91.8
Brazil coffee	234,350,000	93.3
Other kinds	94,203,000	88.0
Imports Jan. 1-June 30.	613,448,000	83.7
Brazil coffee	352,774,000	73.5
Other kinds	260,674,000	103.0
Stocks of coffee June 30.	318,313,000	82.9
Brazil coffee	164,908,000	69.0
Other kinds	153,345,000	105.7

TABLE 3.—EXPORTS OF COFFEE FROM THE UNITED STATES

	June		Yr. End'g June 30-	
	1918	1917	1918	1917
Domestic:				
Green and raw	2,163,910	4,120,823	41,598,250	42,970,581
Roasted & prepared.	42,850	169,324	3,028,954	2,151,226
Foreign	4,605,502	7,660,912	57,237,107	51,848,440

## UPBUILDING 'COLOMBIAN TRADE

### Newark, N. J. Library is Holding an Exhibition to Help Improve American Business Relations With that Country

SO successful was the first exhibition of Colombia's products at the museum of the Newark (N. J.) Free Public Library during the month of June that it was decided to hold the exhibition again during September and October. Since the first display many new exhibits have been added.

This is the third commercial exhibition staged by this enterprising library association, which is managed by John Cotton Dana. Its purpose, according to Mr. Dana, is to tell our people about trade conditions in Colombia after the war, mainly by educating them to the wonderful natural resources of the country and its potentialities.

The library takes no pay from exhibitors for space or anything else, only asking them to send things at their own expense if possible, and to give the material exhibited to the museum. Among the distinguished Americans and foreigners who have endorsed the enterprise appears the name of President Woodrow Wilson, who said he is confident that the exhibition "will mark an important stage of the high part which Colombia and this country must take in the world's near commercial future."

Coffee, the leading article of export of Colombia, has an important position in the exhibition. Cacao also is displayed. The kinds of coffee shown are Medellin, Manizales, Bucaramanga, Bogota, Santa Marta, Cucuta and Canca. They were loaned by the following firms: W. R. Grace & Co., Alejandro Angel & Co., the Commercial Bank of Spanish America, the Antioqui Commercial Corporation, Blanco & Co., Camacho-Roldan & Van Sickle, and the Mercantile Bank of the Americas.

## TEA MEN NEED ESTATE MACHINERY

A recent canvass of managers of tea estates in Assam, India, developed the fact that many of them are interested in agricultural machinery of all kinds suitable for tea garden cultivation. Some of the devices needed are a handy mechanically-driven machine that will effectively cultivate between the tea bushes in all kinds of soil to a depth of two to eight inches, a ditching plow that will make drains up to two feet wide and three to five feet deep, and a plucking machine for picking tea leaves. Further details can be obtained from the Editor of THE TEA AND COFFEE TRADE JOURNAL.

## JAPAN'S TEA TRADE IN 1918

Exports This Year Are Expected to Show an Increase if the United States Does Not Declare Excessive Restrictions

[SPECIAL CORRESPONDENCE]

YOKOHAMA, JAPAN, June 15, 1918.

THE shipments of tea this year are expected to show an increase over last year, provided excessive restrictions are not placed on the import by the United States. The growth of the new leaf in Shidzuka and the other districts this year is reported to be excellent, but the quotations will show an increase of from 10 to 30 per cent, according to varieties, over last year, because of the steady advance in the price of daily necessities increasing the cost of labor. The following table shows the shipments and ports of departure from Japan to the United States and Canada during 1916 and 1917:

	1916, Lbs.	1917, Lbs.
Shimizu .....	38,500,661	32,679,889
Yokohama .....	7,418,577	5,074,875
Yokokuchi .....	1,829,586	2,809,950
Kobe .....	2,968,513	1,038,491
Nagoya .....	550,842	.....

It is noted that since the outbreak of the war the shipments have shown a gradual increase, as will be seen from the following: 1915, 39,307,000 pounds; 1916, 41,333,000 pounds; 1917, 41,686,000 pounds. C. C. J.

## N. C. R. A. TO MEET IN CLEVELAND

The National Coffee Roasters' Association announces that the eighth annual convention will be held in Cleveland, Ohio, November 13 and 14. The hotel headquarters are to be announced later. Members of the association have been asked to advise the committee in charge of the convention what subjects they think would be mutually helpful and interesting.

## NO FUEL REGULATION FOR ROASTERS

The United States Fuel Administration declares that the rumor from Chicago that coffee roasters would be required by the Federal Administration to use gas fuel instead of coal as a conservation measure is untrue. P. B. Noyes, director of the Conservation Bureau, says "The United States Fuel Administration has no intention at the present time of placing any restriction on the use of coal in roasting coffee."

## COFFEE EXCHANGE APPOINTMENTS

The board of managers of the New York Coffee Exchange have appointed the following to

fill vacancies in special and standing committees: A. Scherenberg, executive committee; C. B. Davison, membership committee; Gustav L. Stewart, floor committee; Walter D. Stewart, spot quotations committee; C. H. Middendorf, executive, grading and warehouse and weighers' committees.

## ARMY ASKS FOR COFFEE ROASTERS

[SPECIAL CORRESPONDENCE]

WASHINGTON, D. C., August 28, 1918.—Sixty expert coffee roasters and blenders are needed at once by the War Department for service in camps and cantonments in this country and Europe, according to a recent announcement by the Quartermaster General. Men above the present draft age are preferred, and those accepted will have the rank of non-commissioned officers. Applications should be addressed to the Subsistence Division, Quartermaster General's Office, Washington, D. C.

## THIRTY MEN ALREADY SECURED

On September 3 the Subsistence Division wired THE TEA AND COFFEE TRADE JOURNAL that it now requires only 30 coffee blenders and roasters. Men in the old draft age will be accepted if not qualified for general military service.

## ENEMY COCOA BEANS SOLD

More than 1,000 bags of enemy-owned cocoa beans were sold at public auction in New York August 20 by the office of the Alien Property Custodian. They were formerly the property of a German firm engaged in South American trade, and were seized in the Panama Canal Zone. Some 200 bags were sold at 13 cents a pound and the balance at 12 cents. The beans were grown in Ecuador.

## TEA AND COFFEE MAY BE TAXED

The ban on the manufacture of beer, which goes into effect December 1, probably will result in a consumption tax on tea, coffee, cocoa and sugar, according to reports in Washington. The most radical rate proposed so far is 5 cents per pound on coffee, 20 cents on tea, 15 cents on cocoa and 1 cent on sugar.

## SWEDEN MAY NOW IMPORT COFFEE

Under the terms of the new trade agreement reached between Sweden and the Allies, coffee and cocoa can now be shipped from the United States to Sweden.

## SPICES AND EXTRACTS

¶ News items of interest to spice importers, grinders and dealers, and to manufacturers of flavoring extracts, perfumes and toilet preparations.

## THE WAR AND ESSENTIAL OILS

### A Review of Market Conditions Governing Raw Materials for Flavoring Extract Manufacturers\*

By C. BEILSTEIN  
New York

(Continued from August)

AT this point reference may be made to the efforts to produce citrus oils in this country. For years a little lemon and some orange oil have been made at various points, but chiefly in California, where the operations have to some extent been under Government auspices. The lemon oil as a rule has, I think, been of rather inferior quality, and has not cut any market figure to speak of. Some of the orange oils have been of apparently excellent quality, and certainly of fine flavor when freshly made; but the fact is that most of these oils have been in large part produced by distillation, and have proved to be extremely unstable, the fine fruity character of the fresh product disappearing in a comparatively short time. These oils ought to be made in this country, but the problem of making them commercially is still to be solved, both as to quality and cost.

Among the minor oils the two types of oil of lime have been conspicuous by their abnormally high prices. These materials come from the West Indies, where a violent storm in 1916 was reported to have blown practically the whole of the crop of fruit from the trees. Very little of the expressed oil was made that season, and the output of distilled was also smaller than the previous normal average. The shortage resulted in record market values, which the shrewd West Indian producers have known how to maintain long after anything like a good reason for them had ceased to exist. Why there should be any considerable demand for expressed lime oil at from \$5.00 to \$6.00 per pound, while the finest oil of lemon goes begging at a dollar a pound, has never been satisfactorily explained to my knowledge, and both types of the lime oil are overdue for a return to much lower levels.

Of the Chinese oils, cassia, which had not gone above \$2.00 in over twenty-five years, is now well above that figure, due chiefly to importation difficulties; but anise oil continues close to \$1.00 per pound, weighted down by apparently inexhaustible stocks. Coriander oil, an article ordinarily worth \$5.00 to \$7.00, has been as high as \$30.00, owing to extreme scarcity. The stringency was relieved a year ago by the arrival of long-delayed

supplies from Russia, but these are now about used up with none likely to follow, and another period of extreme scarcity and famine prices seems to be ahead. Celery and clove oils have gone up to about three times their pre-war values on account of scarcity of the respective spices, and the essential oil of almond has had a similar advance.

### VANILLIN CHEAP AT PRESENT PRICES

Turning briefly to the one or two synthetics in which we are specially interested, vanillin was selling at 30 cents per ounce before the war began, and clove spice, its chief raw material, was worth from 12 cents to 14 cents, while potash, which was used very extensively as an oxidizing agent in the manufacturing process, was in unlimited supply and cheap. To-day cloves are quoted high in the forties; potash, after having reached famine prices, has had to be abandoned entirely, and the yield per pound of 46 cents, cloves, by the processes to which the manufacturers had to turn because of the scarcity of chemicals, is much smaller than it was formerly. Vanillin at the present price of 80 cents has not therefore had anything like the advance to which it would seem to be entitled.

The consumption of this product has reached an astounding magnitude, and the problem of providing ahead a safe working margin of stock has for some time been an exceedingly difficult one, especially in view of the extreme uncertainty of the clove supply, upon which the manufacture depends, as synthetic vanillin has not up to now been made commercially in this country.

Coumarin was originally made in this country from deer tongue leaves, but when Germany began to flood the market with her synthetic substitute, the domestic manufacture quickly succumbed. At the beginning of the war the imported coumarin was selling at a little over \$3.00 per pound; but the business was done on a hand-to-mouth plan, and no stock worth mentioning was carried here ahead of immediate wants. Within a short time the foreign supply ceased entirely, and we were once more depending upon our own deer tongue. This plant grows abundantly in the South, but the problem is to gather it. Even at exorbitant prices there has been nothing like enough labor to furnish sufficient raw material for the comparatively small factory capacity which we have here, and the supply of coumarin lags far behind the demand at the stranglehold prices the article is commanding.

### THE VANILLA BEAN MARKET

And, finally, a word or two about vanilla. The war in its earlier stages had little effect on this commodity, as the countries of production were far away from the scene of conflict and transportation troubles had not begun. The undiminished output of the islands of the Indian Ocean, as against the greatly curtailed consumption in Europe, did not result in such a speedy annihilation of values as might have been expected, and the destruction of the greater part of the Mexican crop by a disastrous storm in 1915 helped keep the tendency toward demoralization in check. The Mexican crop before the disaster averaged something like 350,000 pounds all told, but the storm left only about 100,000 pounds for

\* An address read before the ninth annual convention of Flavoring Extract Manufacturers' Association, New York, June 27, 1918.

that year. As the new vines will not reach maturity until three years old, the damage is still far from completely repaired, and the coming crop is estimated at 180,000 to 200,000 pounds.

Under normal outside conditions there would doubtless have been a heavy advance in the value of Mexicans on account of the diminished supply, but in point of fact the Bourbon situation, in conjunction with the favorable condition of Mexican exchange, actually brought about a lower price level here even for the Mexican product, and it was not until last winter that the market responded to the actual state of supply and demand with a gradual rise.

The Bourbon position has more or less naturally developed into a highly speculative one. Values failed to reach the low extremes which many had expected, because of the difficulties of transportation and the sustained buying support which the market, as it approached \$2.00 per pound, received from those who recognized the intrinsic cheapness of the article and wisely took no chances of oversteering their opportunity. This level, or at least its equivalent, has at the same time represented the foreign idea of an attractive purchase of the article in the speculative game of guessing when the war will end, and there is little likelihood therefore of any sharp break in values.

#### TAHITI MARKET HIGHLY SPECULATIVE

The Tahiti bean, which formerly sought its outlet chiefly in Continental Europe, but in recent years has made large gains in favor here, of course shared with the two higher types most of the difficulties of war-time traffic. With the European demand practically eliminated there was heavy accumulation in the islands, and the slump which carried the price below \$1.00 was inevitable. The market reacted well, however, and has recently been sustained on much higher levels. The situation is highly speculative, just as it is in the case of the Bourbons, and, in fact, as before suggested, of all commodities which have been depressed by the war, and which by all rules of everyday reasoning must swing strongly upward when the end of the world struggle once becomes even dimly discernible. As to when that will be "if any man think he knoweth anything, he knoweth nothing."

#### "FLAVOR" AND "EXTRACT" RULING

Dr. C. L. Alsberg, chief of the Bureau of Chemistry, recently called the attention of a member of the flavoring extract trade to the fact that the Bureau now regards the word "extract" as applying to alcoholic preparations and the word "flavor" to preparations having some other menstruum. The Bureau, however, requires both types to have the same flavor strength.

#### THAT NON-BEVERAGE ALCOHOLIC TAX

The Flavoring Extract Manufacturers' Association recently appealed to members to wire the Ways and Means Committee in Congress to offset the proposed tax of \$4 to a proof gallon on non-

alcoholic beverages, which the Association declares would mean disaster to the flavoring extract and soda water flavor industries.

#### GROCERY TRADE DIGEST

¶ The most important news happenings of the month boiled down for busy readers.

#### FOOD LAW MEN IN CONVENTION

Federal and State Commissioners Extend Scope of Organization and Urge Curtailment of Wastage of Perishables in Transit

AT the twenty-second annual convention of the Association of American Dairy, Food and Drug Officials, held at Chicago, August 27-30, the organization decided to open its membership to municipal food authorities, and recommended the formation of local associations of city and State officials subsidiary to the national body.

In addition to pledging its effort to the winning of the war, the convention favored the organization of food trade organizations, to better enable the officials to deal with a united trade sentiment, urged that no member of the Committee of Standards should have financial interest in the production or distribution of food, and that the Food and Railway Administrations should further minimize losses through wastage of food in transit.

This year there were but two business sessions, which were interspersed by inspection trips to packing houses, refrigeration and egg-breaking plants in Chicago, and to the Corn Products Refining Company at Argo, Ill. A trip to the Great Lakes Naval Station added a war-time flavor to the meeting.

Some of the more interesting papers read at the convention were: "Distinctive Names, Artificial Products, Imitation and Synthetic Products," by Charles F. McKinley, of Illinois; "Co-ordination of State and Municipal Food Control," by Dr. H. E. Barnard, of Indiana; "Factory Inspection," by J. R. Garner, of Chicago, and "The Growth of Municipal Food Control Measures," by Dr. W. A. Evans, professor of sanitary science at Northwestern University.

The election of officers for the ensuing year resulted as follows: Benjamin L. Purcell, of Virginia, president; E. L. Barnhouse, of Missouri (re-elected), James Sarrensen, of Minnesota, and

Thomas Holt, of Connecticut, vice-presidents. George J. Weigel, of Wisconsin, and John B. Newman were chosen as treasurer and secretary, respectively. The executive committee was made up of Dr. Guy G. Frary, of South Dakota; Dr. E. F. Ladd, of North Dakota, and George L. Flanders, of New York, the last two being carried over from last year. The committee on co-operation consists of Dr. J. S. Abbott, of Washington, D. C.; Fred L. Woodworth, of Michigan, and Capt. R. E. Rose, of Florida.

In discussing next year's convention city sentiment seemed to favor New York. Definite announcement will be made later.

### NEWS OF THE TRADE

#### PLAN TO EQUALIZE SUGAR PRICES

The United States Sugar Equalization Board, the new \$5,000,000 Federal corporation, will, on a date to be announced later, purchase all the old-crop sugars in the country at the old price and immediately sell them back to the holders at the advanced price at which the new-crop domestic beet and cane sugars are offered at that time. The profit thus made will be used by the Equalization Board to defray its expenses and equalize sugar conditions throughout the country. The refiners' margin for cost and profit will simultaneously be advanced from \$1.30 a hundred pounds to \$1.45.

#### REGULATIONS FOR RICE DEALERS

The Food Administration has issued special license regulations for the control of dealers in rough rice and millers of rice flour. In general the rules limit dealers' profits to 1 per cent, grant millers a "reasonable" profit, limit brokers' commissions to definite rates, fix minimum car lots at 60,000 pounds, establish rice flour standards, and rule that no licensee shall carry more than sixty days' supply. The rice crop of the country is also to be allotted equitably among the millers as a means of helping the trade to become standardized. Valuation committees have been appointed in several cities in the rice belt.

#### GOVERNMENT PROBING PACKERS' GROWTH

Certain wholesale grocers have received from the Federal Trade Commission questionnaires, which inquire if and how some of the big meat packers have encroached upon their fields. The commission asks, "Are these inroads of the packers due to a greater economy in expense or narrower margin of profit? Or is their growing importance in this field the result of unfair methods

of competition and of financing this enterprise at the expense of the meat business by an unfair division of overhead?"

#### MACARONI MAKERS CAN NOW USE ALL WHEAT

The new wheat ruling issued by the United States Food Administration permits manufacturers of alimentary pastes and wheat breakfast foods to use their normal consumption of wheat or wheat flour after September 1, with the understanding that they are not to expand unduly their ordinary consumption of wheat.

#### FIRST APPEAL FROM A FEDERAL TRADE RULING

In petitioning the United States Circuit Court of Appeals of the Seventh Circuit to review the Federal Trade Commission's recent order requiring them to desist from unfair and misleading advertising, Sears, Roebuck & Co. have set a precedent that may have a far-reaching effect. The decision is awaited with interest by the trade.

#### WHOLESALE FINED BY FOOD BOARD

For taking 2 per cent more than the allowed 10 per cent profit on rice and barley flours, Francis H. Leggett & Co., New York, were recently penalized by the Federal Food Board. The company contributed \$1,400.33 to the American Red Cross, that amount representing the excess profit.

#### MUST NOT SPLIT COMMISSIONS

The Food Administration has amended Regulation No. XII, governing brokers and auctioneers, to read: "Commissions must not be split with buyer. The licensee may split with other brokers, commissioners or brokerage received on the sale of food commodities, but shall not split \* \* \* with the buyer \* \* \* or any employee of the buyer."

#### CHARGED WITH UNFAIR PRACTICE

The Federal Trade Commission has ordered the Cudahy Packing Company to discontinue, as being unfair, its practice of compelling dealers to maintain its fixed resale price on "Old Dutch Cleanser."

#### GROCERS' STATUS IN THE DRAFT

The officials in charge of inducting men into military service do not exempt grocers as a class, declares Secretary Foster, of the New York State Wholesale Grocers' Association. The case of each individual is largely decided on whether he is indispensable to a business and cannot be replaced without detriment to the concern.



## TEA AND COFFEE RESEARCH BUREAU

¶ A department of scientific research under the editors' direction in which will be found short, popularized reviews of current and older works of a physiological-chemical character, fugitive paragraphs, references and articles dealing with the history, pharmacology and technology of tea, coffee and spices.

### COFFEE OIL AND FATS

#### The Relation of These Constituents of the Roasted Bean to the Aroma and Flavor of the Brew

THE general class of chemical compounds known as fatty substances includes both fats and oils. Most of the common animal and vegetable oils consist almost entirely of a mixture of the glyceryl esters of palmitic, stearic and oleic acids, these esters being termed for the sake of brevity palmitin,  $C_{31}H_{61}(O.CO.C_{15}H_{31})_3$ ; stearin,  $C_{37}H_{75}(O.CO.C_{17}H_{35})_3$ , and olein,  $C_{55}H_{111}(O.CO.C_{17}H_{33})_3$ . As palmitin and stearin are solid and olein liquid, the consistence of a fat or oil containing them depends upon the preponderance or otherwise of the solid esters. Various other fatty acids are found in combination with glycerol in different oils, taking their names generally from the oil in which they occur to the largest degree—as caproic, caprilic and capric acids in goats' butter; arachidic acid in peanut oil, lauric acid in oil of laurels, etc., etc.

#### THE TRUE OIL OF COFFEE

It is well to distinguish now between the "coffee oils," as they are termed by the trade, and true coffee oil. In speaking of the qualities of coffee, connoisseurs frequently use erroneous terms, particularly when they designate certain of the flavoring and aromatic constituents of coffee as "oils" or "essential oils." Coffee does not contain any essential oils, the aromatic constituents corresponding to essential oil in coffee being termed *caffeol*,<sup>1</sup> a complex which is water-soluble, a property not possessed by any true oil. True, the oil when isolated from roasted coffee does possess, before purification, considerable of the aromatic and flavoring constituents of coffee. They are, however, no part of the coffee fat, but are held in it no doubt by an emulsage action in much the same way that perfumes of roses, etc., are absorbed and retained by fats and oils in the com-

mercial preparation of pomades and perfumes. This affinity of the coffee oil for *caffeol* assists in the retention of aromatic substances by the whole roasted bean. However, upon extraction of ground roasted coffee with water, the *caffeol* shows a preferential solubility in water, and is dissolved out from the oil, going into the brew.

The true oil of coffee has been investigated to a fair degree and has been found to be inodorous when purified. Analyses of green and roasted coffees show them to possess between 12 per cent and 20 per cent fat. Warnier<sup>2</sup> extracted ground unroasted coffee with petroleum ether, washed the extract with water, and distilled off the solvent, obtaining a yellow-brownish oil possessing a sharp taste. From his examination of this oil he reported these constants:  $d_{4-5}^{20}$ , 0.942; refraction at  $25^\circ$ , 81.5; solidifying point,  $6-5^\circ$ ; melting point,  $8-9^\circ$ ; saponification number, 177.5; esterification number, 166.7; acid number, 6.2; acetyl number, 0; iodine number, 84.5-86.3. Meyer and Eckert<sup>3</sup> carefully purified coffee oil and saponified it with  $Li_2O$  in alcohol. In the saponifiable portion, glycerol was the only alcohol present, the acids being carnaubic acid, 10 per cent; daturinic acid, 1-1.5 per cent; palmitic acid, 25-28 per cent; capric acid, 0.5 per cent; oleic acid, 2 per cent, and linoleic acid, 50 per cent. The unsaponifiable wax amounted to 21.2 per cent, was nitrogen-free, gave a phytostearin reaction and saponification, and oxidation indicated that it was probably a tannol carnaubate. Von Bitto<sup>4</sup> examined the fat extracted from the inner husk of the coffee berry, and found it to be faint yellow in color, and to solidify only gradually after melting. Upon analysis it showed: Saponification value, 141.2; acid value, 82.7; free, fatty acid expressed as palmitic acid, 37.84 per cent, and glycerides as tripalmitin, 38.03 per cent.

#### ACTION OF FAT IN HANDLING OF COFFEE

It is, or should be, a well-known fact among coffee men that coffee when carried beyond a

<sup>1</sup> The constituents and qualities of which were given in a previous article.

<sup>2</sup> *Apoll. Ztg.*, 22, 919-20; *Pharm. Weekbl.*, 37 (1907).

<sup>3</sup> *Monatsh.*, 31, 1227.

<sup>4</sup> *J. Landw.*, 52, 93 (1904).

fairly heavy roast, *i. e.*, almost burnt, when brought up too rapidly during roasting, or when over-roasted and allowed to stand packaged, sweats or becomes very oily. This is due partially to a change in the chemical nature of the oil, brought about by the heat of roasting, and partly to melting and pronounced expansion and cracking of the fat, also due to the heat. The effect of roasting upon the fat is to reduce its weight, but not to lower appreciably its percentage in the coffee bean, as its decrease in quantity keeps pace fairly well with the shrinkage. Some of the more volatile fatty acids are volatilized, and the fats break down to give a larger percentage of free, fatty acids and acrolein, a constituent of the aroma. In grinding, it is the fat or oil content which gives pulverized coffee its paste-like adhesive character.

When coffee is brewed with hot water the heat melts out some of the fats from the grounds, and they are carried along by the water into the infusion. Particularly are these fats noticeable upon the surface of percolator or boiled coffee. In urns, the fats would no doubt be removed by the grounds during repouring, if the entire brew were repoured at once. However, as repouring is not generally conducted in this manner, the fats are not thus removed from the leverage, but neither are they noticeable in the cup served from the urn, for they float upon the top of the liquid, whereas the cups are drawn from faucets at the bottom. When extraction is conducted by a method wherein filtration through paper is employed, the fats do not pass through into the brew, as filter paper when wet with water will not permit the passage of fats or oils.

The fats stick to the sides of the device in which the extraction is conducted and frequently mark the high level of the brew in the pot. They stick to metals with a greater tenacity than to earthenware or enamel, and also have a decided affinity for the fine dust of ground coffee and for dirt. Upon standing they oxidize, becoming rancid, with the production of an objectionable odor and taste. In short, coffee fats form a large contributory factor toward the dirtying and souring of coffee pots and urns.

The statement has been made that coffee fat is injurious and indigestible. This may be labeled as erroneous, the fat being no more indigestible than any other fats, which, as a class, are admitted to have considerable food value.

---

No souls are saved after fifteen minutes—  
FRENCH PROVERB.

#### TEA'S DIETARY STATUS IN ENGLAND

Tea is not a food in the meaning of the British Food Control order of 1917, according to a recent decision rendered by the King's Bench division in a tea hoarding case and reported in British publications. One justice declared, "Nobody ate such things (tea leaves). Nor did anyone drink them, but the water which passed through them—the infusion which was known as tea." In support of the judgment, the two associate justices agreed that, "Tea was not taken into the system for nourishment, and on that ground he (the first justice) held that it was not a food."

British medical authorities do not agree with the decision, claiming that tea cannot be judged according to its chemical composition, but that its value in the dietary depends upon its quality and the way it is made. The medicos' experiments showed that tea occupies a high and important position in the dietary, and it should not be put out of the food class.

#### BAKING POWDER RULING IN CANADA

New baking powder regulations have been issued by the Canadian Inland Revenue Department. Stated in general terms, the use of acid materials that may be injurious to health or that result in harmful compounds from interaction with bicarbonate of soda is prohibited. The regulation also states: "Baking powder is essentially a mixture of bicarbonate of soda with an acid salt, together with starch or other neutral material; and it is intended to be used as a leavener in baking; the leavening agent being the carbonic acid gas liberated by interaction of the acid component with bicarbonate of soda under the conditions of baking."

The third clause of the regulations provides that "Baking powder must be capable of yielding to per cent of its weight of carbon dioxide."

#### A FRENCH COFFEE EXTRACT

Under a recent French patent an integral coffee extract is obtained in the following manner: Powdered coffee is heated in a series of closed vessels to a heat lying near the roasting point, and it is traversed by a current of cold air or inert gas. Such air charged with aromatic particles is sent direct into another set of chambers holding a dry powder or extract of coffee, this latter having been prepared from previously treated coffee which has been deprived of aromatic substances. Such dry extract is obtained by infusion, concentration, then evaporation and transforming to a dry powder. To this extract the aromatic substances are added.

### PATENTS AND TRADE MARKS

¶ Subscribers and advertisers may consult this bureau without charge except that postage for reply must accompany all inquiries; there are no fees for trade-mark searches.

Address all communications Patent and Trade Mark Service, THE TEA AND COFFEE TRADE JOURNAL

### PATENT OFFICE RECORD

Patents Granted, Trade Mark Applications, Certificates Issued and Labels and Prints Registered During the Month

[STAFF CORRESPONDENCE]

WASHINGTON, D. C., Aug. 30, 1918.

**D**URING the month three patents of interest to the tea, coffee, spice and general grocery trade were granted by the United States Patent Office, as follows:

#### PATENTS GRANTED

*Percolator*—Robert O. Bingham, assignor to The Wagner Manufacturing Company, Sidney, Ohio. (1,271,011.) In a percolator, the combination of a top having a circular opening therein and a recess along one side of such opening, a cover adapted to fit into such opening and having a lug adapted to pass through such recess, a flange on said cover adjacent said top, a cam on the lower surface of said top adapted to be engaged by said lug upon rotation of said cover and to thereupon draw said cover inward, a socket adjacent to said cam to receive said lug upon continued rotation of said cover, and a helical, resilient split ring mounted on said cover between said flange and said top and adapted to frictionally press against said flange to prevent rotation of said cover.

*Coffee Product and Process of Making the Same*—William Gray Phillips, Jr., and William Francis McKenna, Brooklyn, N. Y. (1,271,761.) The method of producing coffee tablets consisting in making a strong infusion by boiling a quantity of ground coffee beans in water, then heating said infusion on a flat bottomed container until all liquid has evaporated therefrom, but no longer, in order to prevent scorching of the powdered residue, removing such residue from the container and mixing it with pure coffee oil to form a damp powder and to restore any characteristics destroyed by the foregoing steps, and then molding such powder into desired shapes.

*Attachment for Tea and Coffee Pots*—Fredrick T. Conley, Boston, Mass. (1,274,142.) A device of the class described comprising a plate, an open topped receptacle on said plate having a pocket at one end thereof, a yoke extending above

the top of said receptacle, a weighted strainer swingingly mounted on said yoke, and spout engaging members on said plate.

#### TRADE MARKS REGISTERED

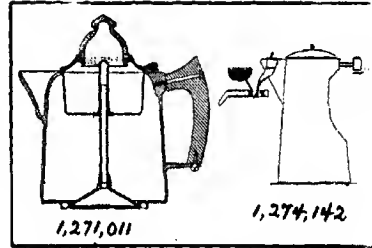
Here is a list of trade marks which have been registered and for which certificates have been issued:

Figure of two women, panel. (122,120.) Mrs. J. Williot Fils, La Garenne-Colombes, France. Coffee substitutes—namely, chicory. First use, 1909. Registered June 25, 1918.

"H," double dragon. (122,170.) Mark T. Wendell, Boston. Tea. First use, January, 1909. Registered July 2, 1918.

"C. F. S. CO." eagle, "Sauer's." (122,286.) The C. F. Sauer Company, Richmond, Va. Food flavoring extracts. First use, Oct. 13, 1888. Registered July 16, 1918.

"C. B. C." (122,308.) The Cullen Brokerage Company, Omaha. Certain named foods. First use, July 26, 1917.



#### PATENTS GRANTED DURING THE MONTH

"Over the Top." (122,312.) Robert L. Gerhart, Lancaster, Pa. Coffee. First use, Feb. 9, 1918.

"Soldier." (122,351.) Stiles-Pellens Coffee Company, Cincinnati. Coffee. First use, March 1, 1918.

"The Gleaners" and the well-known picture of the gleaners. (122,352.) Symons Bros. & Co., Saginaw, Mich. First use, July 1, 1913. Coffee.

"Sovereign." (122,355.) Union Pacific Tea Company, New York. Certain named foods. First use, 1880. Registered July 23, 1918.

"Airo," aeroplane. (122,404.) Young & Griffin Coffee Company, Inc., New York. Coffee. First use, Sept. 10, 1908. Registered July 30, 1918.

#### LABELS REGISTERED

This is a record of labels which have been registered and for which certificates have been issued:

"Sauer's." (20,724.) The C. F. Sauer Company, Richmond, Va. Flavoring extracts.

"A Perfect Blend, Wilkins Coffee." (20,727.) John H. Wilkins Company, Washington, D. C. Coffee. Registered July 2, 1918.

## TRADE MARKS PENDING

The following trade marks have been favorably acted upon. Any person who believes he would be damaged by the registration of a trade mark, may within thirty days enter opposition to prevent the proposed registration. All inquiries pertaining to these marks should be addressed to THE TEA AND COFFEE TRADE JOURNAL, 79 Wall street, New York City:

## WEEK ENDING JUNE 25, 1918

"Gold Label." (108,194.) Bosco & Co., Inc., New York. Olive oil.  
 "Cinquième." (110,366.) Walter Baker & Co., Ltd., Boston. Sweet chocolate.

"Liberty" and statue of liberty. (110,349.) Lekas & Drivas, New York. Salad oil, a compound of winter pressed cotton seed salad oil flavored slightly with pure olive oil.

## WEEK ENDING JULY 16, 1918

"Spring Hill," scene. (91,414.) The Berdan Company, Toledo, Ohio. Canned pork and beans, canned vegetables, canned fruits, tea, coffee, rice, cornmeal and birdseed.

"Sunny Boy," smiling boy drinking out of a cup. (108,881.) The Brundage Bros. Company, Toledo, Ohio. Coffee, tea, salted peanuts, peanut oil and peanut butter.

"Old Reserve." (109,769.) C. H. Kronberger & Co., Baltimore. Coffee.

"Sunny Boy." (110,425.) The Brundage Bros.



## TRADE MARKS WHICH HAVE BEEN FAVORABLY ACTED UPON BY THE PATENT OFFICE

## WEEK ENDING JULY 2, 1918

"Philirrine." (106,636.) Roanoke Coffee & Spice Company, Roanoke, Va. Coffee.

"Celesto." (108,697.) J. Lyons & Co., Ltd., Kensington, London. Food beverage prepared from the shells of cocoa beans.

"Leopard." (106,776.) George R. Newell & Co., Minneapolis. Canned fruits and vegetables, dried fruits, spices, jellies, preserves, coffee, sugar, canned oysters, pickles, tapioca, tea, molasses, catsup, mince meat, peanut butter, mustard, olives, pepper and rice.

"Old Stratford." (109,974.) Fort Wayne Drug Company, Fort Wayne, Ind. Coffee.

Company, Toledo, Ohio. Coffee, tea, salted peanuts, peanut oil and peanut butter.

"Girl's head arising out of a cup of steaming chocolate." (110,658.) Bishop & Co., Los Angeles. Eating chocolate.

## WEEK ENDING JULY 23, 1918

"Salada." (106,643.) Leo E. Schoenfeld, Chicago. Olive oil.

"Triumph." (108,833.) The Lorenz Company, Everett, Mass. Assignor to Mihalovitch Bros. Company, Cincinnati. Flavoring extracts for foods.

"Garden of Allah." (109,148.) Clark & MacKusick Company, Boston. Coffee.

"Nacco." (111,033.) American Mustard Company, Inc., New York. Mustard.

## WEEK ENDING JULY 30, 1918

"Over the Top." (109,455.) California Ripe Olive Company, San Francisco. Chili sauce, olive oil, tomato catsup, salad dressing, marmalade, jellies, jams, honey, mayonnaise, Worcestershire sauce, spices, maple, corn and molasses syrups, peanut butter, apple butter and butter.

"Liberty" and statue of. (109,255.) Harry H. Wise & Co., Chicago. Salad oil.

"Crusade Brand," warrior. (109,839.) Chase & Sanborn, Boston. Coffee.



## FOR OUR BOYS OVERSEAS



¶ Bits of verse and inspirational prose that make for comfort and better cheer. News of members of the trade in service at home and abroad.

### TAKING JIMMY'S PLACE

Jim's grown up an' 'listed,  
An' gone away to fight,  
I'm just his small kid brother,  
But I try with all my might  
To take Jim's place, 'cause 'fore he went  
He said to me one day  
That I must be a Home Guard Man  
While he was gone away.

When I'm sent on errands  
I never say I'm sick,  
I always get to school on time  
An' learn my lessons quick.  
I'm leader of the Boy Scouts, an'  
We drill in reg'lar camps,  
An' all the dimes we used to spend  
Are buying War Thrift Stamps.

I always try to be the man  
That Jimmy wants me to,  
So when he comes home he'll say  
I was his comrade true.  
An' when the postman goes right by  
An' there's no news from Jim,  
I kiss my mother's tears away  
An' cheer her up—for him.

—ALICE AVERY.

### RIGHT AT HOME

"And what were you in civilian life?" asked the captain.

"I was a traveling salesman, sir," replied the recruit.

"That's all right, then. You'll get plenty of orders around here!"

### "THAT IDIOT OF AN EMPEROR——"

Two middle-aged Germans were talking on a Berlin street corner. The excitable one exclaimed, "I tell you what, that idiot of an Emperor——"

The heavy hand of a policeman fell on his shoulder, and he was under arrest.

"What for?" asked the citizen, anxiously.

"For uttering treason against your Emperor."

"But you didn't let me finish: I was going to say 'That idiot of an Emperor of Japan.'"

"No you don't," said the policeman. "There is only one idiot of an Emperor! Come along with me."

### THE TRADE'S ROLL OF HONOR

The Latest Information Concerning Those Men in the Trade Who Are Fighting for America and Her Allies

THIS month we record some more names of tea and coffee men entering army and navy service.

#### IN MILITARY AND NAVAL SERVICE

ROGER J. KASPER, son of A. J. Kasper, head of the A. J. Kasper Company, coffee, tea and spice importers, Chicago, is training at the Great Lakes naval station for ensign in the Navy.

RALPH BALZAC, brother of Richard Balzac, of Alejandro Angel & Co., New York coffee importers, is stationed at Camp Sevier, South Carolina.

T. J. ISRAEL, formerly sales manager for J. Aron & Co., New York coffee importers, has been promoted to lieutenant in the Quartermaster's Department, and is stationed at the Army building, New York. He was formerly at Governor's Island.

ALFRED H. HART, formerly with R. C. Wilhelm & Co., New York coffee importer, is now in France as a member of Company G, 305th Infantry, A. E. F.

ALEXANDER O. CRAIG, a former employee of the American Sugar Refining Company, and now a lieutenant in the American aviation force in Italy, was recently decorated for bravery by the Italian King for his work in the recent Austrian defeat.



GEORGE C. THIERBACH, formerly with the Jones, Thierbach Company, San Francisco, is now stationed as a lieutenant in the aviation corps at Kelley Field, near San Antonio, Tex.

L. J. LIST, formerly with Samuel J. Langston Company, Camden, N. J., earned a commission as second lieutenant of Engineers, and has been stationed at Camp Meade.

CHARLES R. COFFIN, formerly personnel officer at Camp Wadsworth, S. C., has been promoted to major in the U. S. A., and has been detailed to special duty at Washington, after which he expects to inspect every American camp and cantonment in the United States and abroad.

BERTRAM WINSTON, of Williams, Russell & Co., New York coffee brokers, has joined the Y. M. C. A. at Camp Merritt, New Jersey.

WILLIAM F. VON THADEN, of Mitchell Bros., New York green coffee jobbers, is now in military service at Camp Gordon, Florida.

H. F. FORD, manager of Closset & Dever's Seattle (Wash.) branch, is finishing his training for an army commission at Camp Pike, Arkansas.

#### IN GOVERNMENT SERVICE

THOMAS J. CRANWELL, president of the Continental Can Company, has become one of the Government's "dollar-a-year" men, and is associated with George K. Armsby in supervising the tin industry in the War Industries Board.

WILLIAM ARCHIBALD, JR., of Archibald & Lewis, New York, is in the Quartermaster General's Office at Washington, assisting in the purchase of spices for the army.

Cecil D. GREGG, president of the Gregg Tea & Coffee Company, St. Louis, has become a "dollar-a-year" man for the Government, in charge of an important department of gun manufacturing.

LAWRENCE H. SHEARMAN, vice-president of W. R. Grace & Co., is now in London acting as shipping adviser to Raymond B. Stevens, vice-chairman of the United States Shipping Board.

DUNBAR L. CHRIST, assistant buyer of the New Orleans branch of W. R. Grace & Co., holds a confidential position under the War Trade Board.

#### LETTERS TO THE EDITOR

Here is an interesting letter from a member of the famous Marine Corps who helped drive the Huns back to the Vesle River. He was formerly with Leon Israel & Bros., New York, and is still interested in the coffee trade. He writes:

FRANCE, July 27, 1918

DEAR MR. UKERS:

Just a few lines to inform you that I am still

in the land of living, despite the fact that the Marines have been in the toughest of "Over the



PHILIP ERLING

He is fighting the Huns with the Marine Corps.

Tops" at the (deleted) sector, where their admirable work as (deleted) troops has taught the Huns that Uncle Sam's sea soldiers mean business when they start over, usually reaching their goal upon schedule time—and promptness is a virtue in military circles. In fact, their fear of the Marine is somewhat like that of the old National Guard negro on guard at one of our camps, who having failed to salute one of our officers, was promptly called for his negligence. He excused himself by saying that his captain told him to have nothing to do with those men who wore the world on their hats, "cause they was bad." Some "rep" for us fellows!

Am glad to learn that there is at least another Marine representing the "Street"—Charlie Oehlert by name, whose picture I saw in the June issue. We used to be pretty good friends in the old days, and

I wish he would drop me a line, either personally or through your good paper. Perhaps I could give him a few useful pointers relative to *la guerre*, providing he is coming "over here." Hope he does, for I'd certainly like to see him.

To go on with my story, let me say that in this drive we have taken *beaucoup* cannons, mitrailleuse or machine guns, of the wonderful Maxim type, from which the boches fled so hurriedly that they didn't take time to destroy or unload them, and all sorts of military stores, including "yellow cross," or mustard gas shells, all the way from 3-inch to 8-inch howitzers in size. Took a few souvenirs myself from some of the prisoners, one a shoulder strap from which the embroidered crown has been ripped. I shall enclose this. Hardly think that I have done any trespassing against censorship rules, for the information contained herein has already been published, therefore this letter ought to reach you complete, and I sincerely hope that you may find room in your valuable paper, which I am receiving regularly now, for this humble effort of mine as a contribution of news from the "front."

Wishing yourself and all the boys the best of health, same as I myself am enjoying at the present time, I remain,

Respectfully,

CORPORAL PHILIP ERLING,  
97th Co., 6th Reg., U. S. M. C., American E. F.

P. S.:—This is an old joke "over here," still we will try it on the boys at home: A big buck private reported at sick call with a big gash in his chin, and when asked by the doctor how he re-





## HOW TO HELP WIN THE WAR



¶ Practical suggestions for the solution of war-time problems by leaders in the tea and coffee trade. A digest of national activities in which all may participate or to which they may lend a hand.

— "OUR TASK—TO WIN THIS WAR." —PRESIDENT WILSON.

### WIN-THE-WAR MEETINGS

Every Employer Can Help the Nation and Help Himself Under the Plan Outlined Here

ON pages 24-7 of this issue we publish the announcement of a plan in which, under an organized method, the co-operation of every employer is requested in order to help in the promotion of the Fourth Liberty Loan. That announcement is worthy of your careful and immediate attention and action.

It is certainly not difficult to see how the energetic carrying out of this plan may produce results helpful not only to the Liberty Loan but to American business.

The tremendous impetus which Charles M. Schwab has given to shipbuilding has been largely achieved by making every individual engaged in the industry feel a personal responsibility for results and a personal pride in helping to make great results possible.

This spirit of accomplishment in the shipbuilding industry has been brought about by the leaders—the employers—the bosses; whatever you choose to call them, making it a business to come in personal contact with the workers and to inspire and enthuse the men with a sense of the importance of their work for victory in the war—a sense of personal responsibility, and a spirit of teamwork.

The creation of that spirit among the workers of the nation in all lines of activity would be of incalculable benefit to the workers themselves, to employers, and to the nation.

Concretely, two of these results would be:

1. To quicken and increase the response to all war measures, such as Liberty Loans, War Saving Stamps, the draft, food and fuel saving.
2. It would make the worker feel more keenly his responsibility to do his work (no matter what its character) to the very best of his ability. Make

him feel the necessity of sticking closely to his job.

Employers generally should pursue with intelligent enthusiasm the plan of "Win-the-War" meetings proposed as a means to aiding the rapid flotation of the Fourth Liberty Loan. The results of such action will not only be helpful in the loan drive; they will be permanently helpful to the nation through the development of a keener realization by the worker of the importance and dignity of his individual job and the necessity for personal responsibility and helpful team work.

Every employer can be a leader and a center of influence in this work.

The man who operates a small business with relatively few employees may feel that his circle of influence is too small to be worthy of any effort. That is a mistake. It is the aggregate that counts, as the announcement of the plan very clearly points out.

The man who is in a relatively small circle may not hold so pretensions a meeting—it may not be formal or run under parliamentary rules—it may not be especially announced, or accompanied by music and oratory. But the man who will quietly call a dozen employees around him and informally, thoughtfully, lead discussion into win-the-war channels, pointing out the importance to the individual of doing his best in support of Liberty Loans and all other war activities, can do a real service in this way. It can be so well done in no other way. And ten thousand such little meetings would produce an enormous aggregate result.

Whether his opportunity be great or small every American business man should carry out this idea in a definite, systematic manner. The "Programme" booklet which is mentioned in the announcement will be found tremendously helpful in its suggestions as to what should be done under any circumstances.

### THE FUEL PROBLEM

"How To Save Fuel" is one of the most pressing problems facing the "Army At Home" to-day.



At a recent meeting of State Fuel Administrators at Washington on August 20 it was decided to limit the amount of coal storage for industrial plants. Among the non-preferred industries the maximum storage period for steam coal has been fixed for 30 days, while in the majority of States the limit is 15 days.

In these circumstances it behooves everyone to be sparing of coal and other fuels. The Fuel Administration has prepared several booklets on the fuel problems, giving practical suggestions on how to get the most good out of the various kinds of fuel. One of these is "Fuel Facts," which, like the other publications mentioned, can be obtained from the Educational Bureau, U. S. Fuel Administration, Washington, D. C.

#### PACKER'S PLEA FOR CO-OPERATION

The Beech-Nut Packing Company recently addressed this plea for co-operation to the grocery and allied trades:

Our Government has asked the grocery trade to see that all foods are conserved—that all waste be eliminated. Not only to do this ourselves but

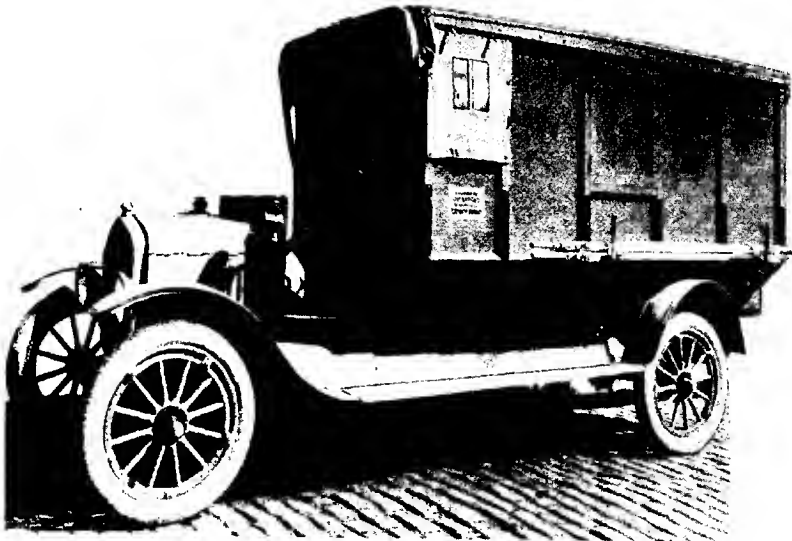
to insist as far as possible that our customers do as well.

As soldiers enlisted in the army of democracy it is our duty to obey orders. To the everlasting credit of the grocery trade it can be said that in face of tremendous difficulties they have done so and are still "carrying on." We are proud to be a member of this fraternity; proud in the prospect of being able to continue working with the grocers in still more effective co-operation with our Government—in standing by the colors.

#### DON'T KICK

Don't kick. There may be a reason. We were left without coal last winter and were nearly frozen. But we know now that the coal was needed to bunker the cargo boats that were carrying our supplies to France. If they hadn't carried it the German drive that began in March might soon have found the allies without food and ammunition both.

When we weren't allowed to give our boys any brass-band send offs, the censors' reasons seemed foolish and absurd. But we know now that while we thought our boys were only sailing in regiments they were going in divisions.



AMBULANCE GIVEN BY A NEW YORK COFFEE JOBBER TO HELP WIN THE WAR

Daniel M. Enright, a New York green coffee jobber, presented the \$1,500 ambulance shown above to the Knights of Columbus for overseas service. The machine "marched" in the K. of C. War Carnival parade at Coney Island during the week of August 25, and later was exhibited to the coffee trade in Front street. The ambulance was presented in memory of Mr. Enright's mother and is of the type approved by the War Department. It is fully equipped and will accommodate four persons lying down and a driver and assistant. Mr. Enright also conceived the idea of soliciting a bag of coffee from each green coffee house in the New York trade, selling it during Carnival Week. He realized \$700, which he turned over to the K. of C. War Fund.



BY HERBERT S. HOUSTON

Member of the Committee of the Chamber of Commerce  
of the United States on Economic Results of the War\*

**E**VEN while the present war raged, a pledge to use economic pressure was made to avert a new war. The business men of America, in February, 1918, took the unprecedented action of serving definite notice on the business men of Germany that they will not hesitate to use a trade embargo against Germany unless she lessens the danger of future war by reducing the size of her armaments. This notice, published to the world, was embodied in a formal referendum submitted to the 600,000 business men in the hundreds of commercial organizations making up the Chamber of Commerce of the United States; and, voting as organizations, they endorsed it by a vote of 1,204 to 154. In the printed explanation accompanying the referendum it was stated that the action proposed "involves no thought of revenge or punishment, but is based on the logic that only through industrial intercourse with the United States can the military party of Germany get the sinews with which to precipitate a second great world war." The point was emphasized that the size of Germany's armament after the war would determine the size of the defensive armaments maintained by other nations; and, with unescapable logic, it was argued that the size of Germany's armament would depend on her after-war receipts of raw materials and on the profits from her foreign trade. And it was on the broad ground of preventing great armaments, and thereby preventing future wars, that affirmative support for the referendum was asked and the pledge of the organized business men of America secured to "enter an economic combination against Germany if governmental conditions make it necessary for self-defense."

The Merchants Association of New York gave a negative vote on this referendum, for the reason, as stated, that "While in entire accord with the sentiment and purpose," expressed in the referendum, "the association believes that the proposed method is neither the most appropriate nor the most effective for accomplishing the end sought. The international co-operation which it implies is more properly a function of government, and can better be accomplished through governmental channels than through the intervention of unofficial commercial bodies." This dissent is clearly based on method and not on the use of economic pressure by a league of nations to prevent war.

While there was some opposition based on the ground taken by the Merchants' Association of New York, the referendum was carried by a great majority. But this action must in no wise be

interpreted as identifying the business men of America with the Paris Economic Conference held before the United States entered the war, or construed into support of the plans there considered. In fact, a broad disclaimer of any such purpose or intention was expressed in the statement, "We believe the American people will not join in discrimination against German goods after the war, if the danger of excessive armament has been removed by the fact that the German Government has in reality become a responsible instrument controlled by the German people."

This significant referendum can fairly be considered a challenge to the business men of Germany from the business men of America, to prevent a disastrous economic war, by holding back the Junker and militaristic party from mad preparations for future war when peace finally comes. It is in full accord with President Wilson's statement of American war aims in his address of January 8, 1918. The third of these aims proposed "the removal, so far as possible, of all economic barriers and the establishment of an equality of trade conditions among all the nations consenting to the peace and associating themselves for its maintenance." It is interesting to state that "equality of trade" was limited by the President in this same address in a way that permits of most effective use of economic pressure, as explained in another chapter.

But clearly, in all this discussion, business and political, there is emerging a powerful international force, economic pressure, that the world must reckon with. In February, 1918, in the United States Senate, Senator Owen presented a resolution stating that "The United States believes that under a general association of nations it should be a violation of international law and the highest international crime for any nation, on any alleged ground, to invade by military power the territorial limits of another nation, and that the penalty for such invasions should be the immediate international blockade of the invading and offending nation; an embargo on all mail, express and freight to and from such nation, and the suppression of such invasion by the combined forces of the general association of nations organized for the protection of world peace."

And at about the same time the British Minister of Blockade, Lord Robert Cecil, gave public expression to his belief that economic pressure would be a powerful weapon for a league of nations to use against a recalcitrant nation. To this declaration he added this definite personal commitment: "I would not remain for an hour

\* Copyright, 1918, by Doubleday, Page & Co.

a member of any government who did not make the arrangement of a league of nations after the war one of its main objects."

Mr. Walter Runciman, in November, 1917, gave it as his view that "The only sense in which a league of nations can be reasonably contemplated is in that defined by President Wilson. \* \* \* A league which would, in effect, penalize Great Powers must have behind it a great sanction. \* \* \* I look around in every direction in vain for a sanction, except that of economic offensive."

(To be continued)

## U. S. SHIPS FOR COFFEE TRADE

### Some Reasons Why American-Made and Manned Vessels Should Be Used After the War to Bring in Brazil Coffee

BY EDWARD N. HURLEY  
Chairman, U. S. Shipping Board

WE buy every year from Brazil about \$105,000,000 worth of coffee. Potentially, that should be the greatest influence for sales of our own products to Brazil. Actually, this coffee consumption has yielded to the United States only a fraction of its potential benefits.

European shipping concerns have controlled practically all shipments from Rio de Janeiro and Santos to New York and New Orleans. About two-thirds of the coffee comes to New York and one-third to New Orleans. An average of three ships a month were required in normal times to carry to New Orleans the 2,000,000 bags for the South and Middle West. In a well-balanced trade these ships would have been available for return cargoes of American products.

The Middle West, especially, might have been in an advantageous position, because it could command lower railroad rates to New Orleans than New York. But the ships of this coffee fleet, all under foreign flag, made no effort to secure return cargoes. After discharging coffee they loaded with cotton and other raw materials for European manufacturers. They steamed away to Europe, took on cargoes of manufactured goods made largely from American raw materials, and carried these back to Brazil.

#### THE OLD COFFEE TRANSPORT SYSTEM

Lacking ships to South America and banks on that continent our coffee importers had to pay exchange and commission to European banks. The foreign ships upon which we depended provided a smooth highway for Brazilian coffee into New Orleans, greased the way for American raw materials to reach European mills, and carried European goods to Brazil, where they were paid

for with the Brazilians' profits on sales of coffee to the United States. These foreign ships were so routed that they rendered their first service to the European exporter, their second service to the Brazilian coffee grower—and we came in for service after that.

Our foreign trade has been full of opportunities like this. But, lacking American merchant ships and American banking facilities in other countries, we have let foreigners improve the opportunities.

Now we are building a real merchant marine. American banks are establishing foreign branches. The American ship and the American dollar are going to work together, and the more attention we pay to this great field of business the harder they will work for us.

Shipbuilding for war purposes has made a tremendous appeal to the American imagination. We must now put our merchant marine into the Nation's thought in just the same way. These are the Nation's ships. They will increase prosperity for people in the corn belt even more than those on the seaboard. They will serve the farmer and consumer even more than the manufacturer and exporter. When we get the American merchant marine into the daily thought of every producer, and our boys and girls play with shipping toys, and American youth consider the sea in choosing a career, then we shall have something upon which to build foreign trade, foreign exchange, foreign investment.

War has made us a real creditor Nation. We have bought back from European investors billions of dollars' worth of American securities. We now own our own railroads and factories, and hold the bonds issued by our State, county and municipal governments. We have lent billions of dollars to the Allies, and will lend them billions more before the war ends. We have opened book accounts with nations not actively engaged in the war who want to buy goods on credit from us. Best of all, we have begun to learn new habits of thrift and investment through buying Liberty Bonds, so that peace ought to find us with the mortgage of foreign investments on this country paid off and money in pocket to lend other nations.

The world owes us a great deal of money. But our principal debtors are the great manufacturing and exporting nations, like England, France and Italy. Naturally, they will pay their debts in goods as far as possible, and much of the trade which grows out of these obligations will take the form of shipments of American raw materials to make the goods with which they will pay us. Necessity will also lead them to be active sellers

of manufactured goods in South America, the British Colonies and the Orient, and in that trade there will never be either American competition or jealousy over business that properly belongs to them, because we realize the enormous sacrifices they have made for humanity, and wish to see them return to peaceful prosperity as fast as possible.

But there is trade to be built on new shipping routes between this and other countries. More than that, there is service to be rendered other countries by our ships and money.

#### HOW BRAZIL COFFEE TRADE CAN BE BETTERED

Let us take Brazil as an illustration. When American ships go to Rio and Santos for coffee they will carry American officers and seamen. There are no better salesmen or creators of good will in the world than the men who man merchant ships running on regular lines from one country to the other. For their employment depends largely upon freight traffic. With our coffee, brought to us in American ships, and paid for in American manufactures sent back to Brazil, our officers and sailors will work like those of other nations to get freight.

With our manufacturers making payments in goods to Brazil, there will be a direct money exchange between Rio and New York, Santos and New Orleans, instead of the old triangular payment of money by American coffee importers to Brazil through European banks. So American dollars will be working with American seamen to safeguard the trade that belongs to us.

What sort of manufactured goods will our ships carry back to Brazil?

Some of the stuff will be for consumption, such as textiles, shoes, hats, millinery, agricultural implements, office equipment, household furniture. But Brazil needs production and public service equipment as well. The Balkan war diverted European capital from her industries and communities. The world war has put her on still shorter allowances. Her prosperity thus far has rested on two products—coffee and rubber. The development of rubber plantations in the East Indies has decreased her sales of crude rubber and awakened her to the necessity of wider agricultural development—cattle-raising, grain-growing and the like. This calls for investments in agricultural enterprises, the settlement of new lands, the building of new railroads, the financing of new communities. Brazil also possesses vast undeveloped water power, and is endeavoring to establish manufacturing industries. She will need a market for her bonds and stocks, and if the

American dollar helps her create the basis of prosperity it will be followed by American electrical machinery, railroad equipment and other apparatus, thus creating freight for the return voyages of American merchant ships operating regularly in the Brazilian coffee and passenger trade.

Ships are the keystone of this whole elaborate structure.

Our trade abroad has grown haphazard, like Topsy, and become lopsided in many ways. It has been unbalanced financially, so that our profits have gone to pay foreign shipping companies, bankers and insurance brokers. It has been unbalanced in tonnage, so that while we bought products of other nations, and should have been building trade with them in finished goods, we have merely supplied raw materials for other manufacturing nations. We have been set aside on one leg of the triangular voyage when we should have been doing business direct, give and take, as we do it at home—you deal with me and I deal with you. Our foreign trade has grown against every handicap simply because of excellent American products, which overcame competition on merit.

Ships are the rallying point round which we must pull all this business together, and now is the time for every American to begin studying our merchant ships and all that goes with them in the way of ocean delivery service, foreign exchange and investment, sales of American products for the out-voyage and purchases of raw materials for return trips. We will shortly have the ships.

#### THE UPLIFT CORNER

Helpful Thoughts and Verses that Make  
for Self-Reliance and Freedom, in  
Blending Sentiment with  
Business

#### A MARKET SONG

You can't buy honor with a song,  
You can't buy love for gold.  
You can't buy youth at any price  
After you've once grown old.

For life is but a market place:  
The artist has his trade,  
The king his crown, the knight his fame,  
But oh, be sure they've paid!

The price comes high for happiness,  
It's very dear, I'm told.  
You can't buy honor for a song,  
You can't buy love with gold!

—BEATRICE WASHBURN.



# THE TEA & COFFEE TRADE JOURNAL



REPRESENTING THE TEA, COFFEE, SPICE & FINE GROCERY TRADES

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## OUR BUSINESS CREED

We believe the basic principle on which a trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.

We believe in the application of the TRUTH to the editorial, news and advertising columns.

We believe in the utmost frankness regarding circulation.

We believe the highest efficiency can be secured through a CIRCULATION OF QUALITY rather than of quantity—that character and not mere numbers, should be the criterion by which the value of a publication should be judged.

We do not publish free reading notices or paid "write ups."



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SEPTEMBER, 1918

No. 3

## ANALYZING THAT JAVA TEA REPORT

Mr. Edwards' "confidential" report—now public property—furnishes interesting reading. We are unable to find in it anything that alters the correctness of the conclusions arrived at and expressed in the brief editorial in the February issue of THE TEA AND COFFEE TRADE JOURNAL.

The consignments of tea brought by Mr. Edwards to the United States and Canada came to an admittedly bare market and realized good prices. They represented selections of good medium and fine teas, and, as such, proved a very good exhibit to our buyers of the qualities which Java could produce. The trade readily absorbed and substituted them for Ceylon and India teas because they were distinctly cheaper and had intrinsic merit. American and Canadian buyers, of their own volition, had already turned to Java for supplies to take the place of India and Ceylon teas, as Mr. Edwards admits he found to be the case in more than one place. American importers, alarmed by the high prices and shortage in spot supplies of Ceylon and India teas, had already started the machinery to supplant these growths with the only adequate substitute available. Whether or no Mr. Edwards had brought his consignment or had come to the United States on his mission, Java teas would have found their way here in rapidly increasing quantity as a consequence of the natural laws of supply and demand. It is, of course, to Mr. Edwards' credit that he seized the psychological moment to chaperone the first large block of tea that was started from Java. It is also possible that the limited number of interviews which Mr. Edwards had with American buyers produced a beneficial result as far as they went. At the same time it must not be for-

gotten that those American importers who acted independently of his commission and who spent a great deal of their time and money in pointing out the merits of Java teas to the smaller buyers all over the country did a great deal more than he to help in the absorption and use of the subsequent flood of consignments that followed. The great increase of imports of Java tea, therefore, came about through the fact that Java had good tea to sell at a lower laid down price than Ceylon and India. American buyers were quite alive to the fact, and were taking advantage of it irrespective of any special efforts on the part of the growers.

Notwithstanding the fact that over 28,000,000 pounds of Java teas have been imported in the last twelve months, the American consumer does not know that such a thing as Java tea exists. One cannot go into a retail store and find the word Java displayed in connection with tea. Java tea has been camouflaged and sold in blends, or as something else. Mr. Edwards says in his report: "Ceylon growths are the most popular, with Indians next in favor, and, all things being equal, they will at present be bought in preference to Java every time. It is therefore obviously to our advantage that Java teas should always be available at a cent or two less per pound than those of competing countries until the trade has become more used to dealing in them; then eventually we may hope to see them purchased in competition and on a nearer equality of price with Indians and Ceylons."

In other words, Mr. Edwards admits that Java teas will not sell even on their merits unless they are a cent or two cheaper than Ceylon and India teas. He does not attribute this to any lack of merit on the part of Java teas, and fails to suggest any means whereby this disparity of values can be overcome to the benefit of the Dutch planter, unless the following paragraph under the heading "Advertising" may be interpreted to contain the germ of an idea in that direction. "Any attempt to popularize Java tea by appealing to the public direct, with the object of inducing customers to specify 'Java' when buying tea from the grocer or store, would require to be conducted on a comprehensive and systematic basis through the daily papers throughout the country. If persisted in, this class of advertisement would doubtless do a great deal to assist sales, but the cost would be heavy, though it is claimed final results would more than compensate for same. I have been provided with estimated costs for this class of publicity, which will be passed on to the committee for their information."

There is no doubt that the popularity of Ceylon and India teas referred to by Mr. Edwards is due to the fact that the planters of both these countries realized the necessity for maintaining the individuality of their products as such with the American tea drinkers. This popularity was attained not merely by newspaper propaganda, but through various other sales and advertising means which it took time and experience to develop.

Javas are in a more fortunate position than India or Ceylons were, in that the word Java is well and widely known in connection with coffee. The American public have a good opinion of Java coffee, and some of that good will can be extended to Java tea if skillful methods are employed. The sort of work required to accomplish this desideratum for the Java tea grower is not one that can be done "as per estimate." It will call for horse sense, advertising sense, salesmanship and teamanship, blended in proper proportions and administered by a business man who will not follow the line of least resistance, as some other commissioners have done.

The qualities of Ceylon and India teas most generally used in the United States are of a good medium description, and these qualities could well be duplicated by the Java product. There is no reason why Java teas should not fetch approximately as good prices as Ceylons and Indias, just as was the case in London auctions for years. As a matter of fact, Java tea is selling to-day in a wholesale way, not for 2 or 3 cents less than Ceylons and Indias, but probably from 5 to 10 cents less than those growths, while the consumer is paying fully as much for Java tea, without the designation Java, as for the other growths.

Java has its chance NOW—not after the war. The American tea trade is sympathetically inclined to Java tea and is ready to nurture and cultivate a business in it direct with the country of origin without paying a rake-off to middlemen and brokers in Amsterdam and London. The opportunity is golden, but the effort to embrace it must be intelligently directed and executed.—B. L.



A CORNER OF THE MAIN OFFICE, SHOWING THE GENERAL MANAGER'S OFFICE IN THE REAR



TEA SAMPLING ROOM, WHICH IS CONNECTED BY PNEUMATIC TUBES WITH BLENDING FLOOR

WITHIN THE FINEST TEA PACKING PLANT IN AMERICA

## A MODERN TEA PACKING PLANT

¶A description of the new home of the Salada Tea Company at Boston.

¶In this unique building is to be found much of interest to packers and distributors. ¶Close attention has been given to improved tea packing and handling methods; also unusual provision has been made for the comfort of employees.

THE new building of the Salada Tea Company, at the corner of Berkeley and Stuart streets, Boston, Mass., is a striking monument to a successful package tea business. It is the finest building in the United States devoted to the tea industry, either from an architectural or utilitarian standpoint. It is of granite and Indiana limestone construction, eight stories high, and the total floor space comprises 67,000 square feet. The style of architecture is Italian renaissance, and the structure is fireproof throughout. The estimated capacity of the plant is 10,000,000 pounds of package tea per year.

### COMBINES THE ARTISTIC WITH THE PRACTICAL

P. C. Larkin, president of the Salada Tea Company, and James A. McGuane, vice-president and general manager, conceived this building with the idea that it is possible to successfully combine the practical with the artistic in a building of this description. The result of their vision is one of the most unique commercial buildings in the country.

A trip through the plant is a revelation to one accustomed to the clutter and noise of the average American factory. The visitor is impressed by the absence of undue haste and commotion, even though about 90,000 packets of tea are turned out each working day. Labor-saving devices have reduced friction to a minimum. The atmosphere is one of quiet efficiency.

The system used for quickly reaching the executives and employees in any part of the building from the main office is typical of the attention given to step saving in this plant. If the person

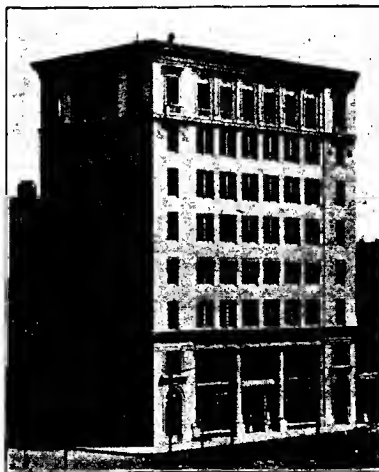
wanted is not at his accustomed place a gong sounds on each floor, which brings him immediately to the telephone on whatever floor he may be. If his presence is desired elsewhere in the building, an automatic passenger elevator brings him quickly to his destination.

### OFFICES FURNISHED WITH WORKS OF ART

The most interesting feature of the plant from an artistic viewpoint is the spacious offices occupying the street floor. The partial view of one of them shown in connection with this story gives the reader but a faint idea of their beauty. The ceilings are artistically frescoed. The numerous massive pillars are of solid marble, as is also the floor. The woodwork is English oak, with intricate carvings. All the office desks and chairs are of mahogany. The floor is carpeted with Oriental rugs. Distributed throughout the offices

are rare hangings, paintings, cabinets, clocks, chairs and rugs, most of them accumulated by Mr. Larkin during his world travels.

Much attention has been given to the welfare of the employees. In fact, this building is a fine exemplification of the present tendency among employers to give more consideration to the comfort and well-being of the employee. Attractively furnished rest and dining rooms are provided, also shower baths. Plans are now being made for a roof garden, which will include a large restaurant and ample opportunity for recreation. There is running ice water on each floor, also a vacuum



EXTERIOR OF THE SALADA TEA COMPANY'S NEW BUILDING IN BOSTON



cleaner attachment. Twice each day between meals tea is served.

#### CLEANING, BLENDING AND PACKING PROCESS

All tea eventually reaches the eighth floor before the cleaning, blending and packaging pro-



THE "BOATH" ROOM, WITH ITS ORIENTAL RIGS, HANGINGS AND CHIPPENDALE FURNITURE

cess begins. It then flows from floor to floor and machine to machine until the shipping floor is reached. The process is largely automatic, and apparently nothing has been overlooked that makes for the elimination of lost motion and unnecessary hand labor.

The first step is to place the tea in hoppers. From this it passes by pipes directly to the cutting and sifting machine on the seventh floor, where the dust is extracted and the tea leaves cut, if necessary. From here it goes to the sixth floor into the blending or mixing machine. This particular machine was made by Savage & Son, London, and is of 3,500 pounds capacity. By means of a system of numbered solid brass pipes running from the mixer the tea is conveyed to storage tanks on the fifth floor. As the tea passes into the tanks all dust is eliminated by a blower system.

#### GLASS AND BRONZE TEA STORAGE TANKS

The storage tanks, or reservoirs, ten in number, are one of the unique features of this plant. They

are constructed of glass and metal, and reach almost from the floor to the ceiling, with a capacity of about 1,500 pounds each. The sides are of glass, and the metal portion is finished in bronze, giving them a most attractive appearance. They are air and dust proof. There is a tank for each tea blend.

From the storage tanks the tea travels directly to the packing room on the fourth floor. The piping connects with automatic weighing machines, which in turn connect with a most efficient automatic packing machine that folds the aluminum sheets, makes, packs and labels the familiar "Salada" packet in one continuous operation. This machine is made by Job Day & Sons, Ltd., Leeds, England.

Included in the packing equipment is a battery of ten automatic weighing machines, made by



CORNER IN THE RECEIVING ROOM, SHOWING "UNI-STRAND" STOCK ELEVATOR IN OPERATION

George Driver & Sons, London; three labeling machines, manufactured by the Jagenberg Machine Company, New York, and two "Morgan" nailing machines, made by the Morgan Machine Company, Rochester, N. Y.

The second and third floors are devoted largely to the storage of tea. The average stock carried



HOPPERS ON EIGHTH FLOOR. ALL TEA TO BE PACKAGED STARTS HERE



DUST SIFTING AND LEAF CUTTING MACHINE ON THE SEVENTH FLOOR



BLENDING MACHINE ON SIXTH FLOOR, 3,500 POUNDS CAPACITY. PIPES ARE SOLID BRASS



TEA STORAGE RESERVOIRS OF GLASS AND BRONZE. A TANK FOR EACH BLEND

### HOW THE TEA IS TREATED AT THE SALADA PLANT

in the building amounts to over one million pounds.

#### ELABORATE AUTOMATIC CONVEYOR SYSTEM

A complete system of automatic conveyors saves labor and facilitates the rapid handling of



CASES ON WAY TO SHIPPING FLOOR BY GRAVITY ROLLER SPIRAL

shipping cases and original tea packages. The "Unistrand," an endless chain elevator, reaches every floor. By means of a series of unloading fingers it is possible to automatically unload the packages from this device at any floor desired. There is also a gravity roller spiral leading from each floor directly to the shipping room on the first floor. This spiral is quite different from the ordinary spiral chute. The rollers are set so that the packages will move down at uniform speed. The spiral connects with a roller power conveyor, which leads directly into the awaiting truck on the shipping platform. The conveyors were made and installed by the Alvey-Ferguson Company, Inc., Cincinnati.

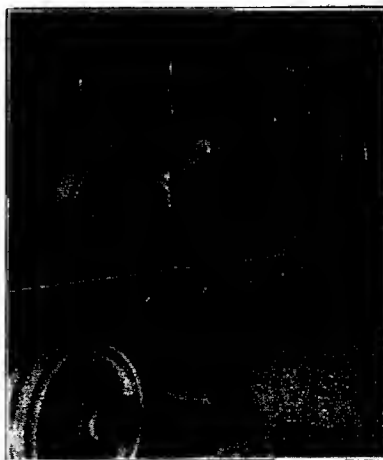
#### PNEUMATIC TUBES FOR TEA SAMPLES

The tea sample room on the first floor is distinctive. Artistic cabinets are provided for the testing cups and samples. A pneumatic tube sys-

tem connects with the blending floor. A sample of each blend comes to the sample room by tube, where it is tested before it is made up finally and packed.

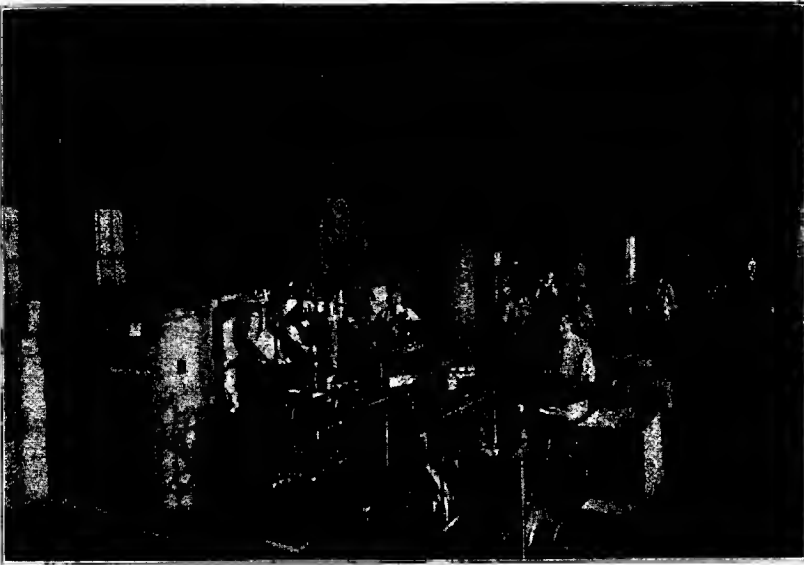
There is a small painting hanging in the general manager's private office that, while valued at a considerable sum, is prized by Mr. McGuane largely because of its association. The picture was presented to Mr. McGuane by one of his retail grocer customers shortly after the opening of the new building, as a token of the donor's high regard for James A. McGuane and the firm with which he is identified. This happy incident perhaps gives the secret of the success of the Salada business, and is the answer to the remarkable building described in this story. The grocers' friendship seems to be paramount in the conduct of this business.

While the general public is being invited to

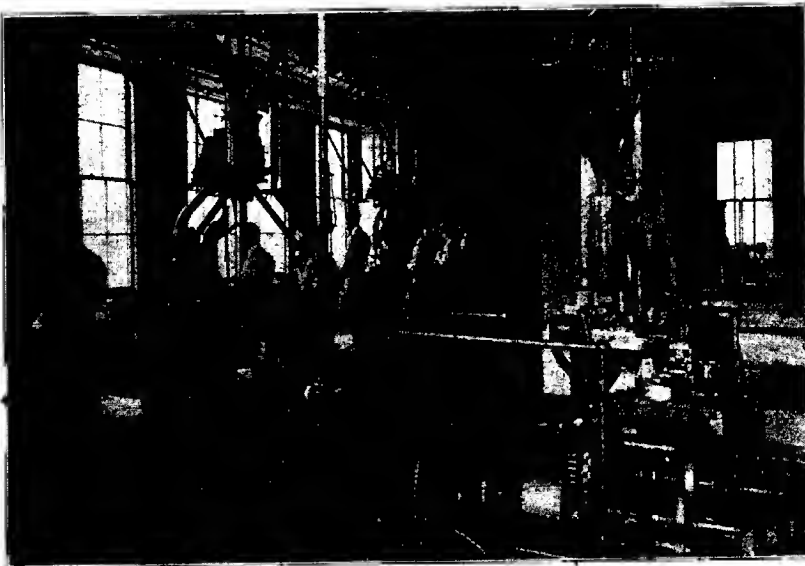


ROLLER POWER CONVEYOR LEADING FROM SHIPPING ROOM TO DELIVERY TRUCKS

visit the new plant, an especially cordial welcome is being extended to the grocer to inspect this most unusual commercial building. Mr. McGuane states that it gives him more genuine pleasure to greet a grocer and conduct him through the building than it would to receive the Governor of the State. Such a visit would give tea distributors a liberal insight into present-day tea-packing methods and up-to-date factory management and equipment. To know how tea is tested, blended and packed is to make the grocer a better and more successful tea distributor.



THIS MACHINE MAKES, WEIGHS AND LABELS SALADA PACKETS IN A CONTINUOUS OPERATION



AUTOMATIC WEIGHERS AT LEFT, OPERATIVES SEALING BY HAND. PACKAGING MACHINE AT RIGHT

SALADA'S AUTOMATIC WEIGHING AND PACKAGING EQUIPMENT

**MISCELLANEOUS TRADE NEWS**

A department covering the activities and developments of the manufacturing tea, coffee, spice and fine grocery interests and the supply trades.

**WAGON DISTRIBUTERS' MEETING**

A Digest of the Business Planned for the Annual Convention of the National Retail Tea and Coffee Merchants

[FROM A STAFF CORRESPONDENT]

CHICAGO, ILL., Aug. 31, 1918.

ARRANGEMENTS for the third annual convention of the National Retail and Coffee Merchants' Association, which is scheduled for September 17-19 at the Hotel Sherman here, are quite well advanced, and give promise of a well-attended meeting. The convention programme is nearly complete. Advertising for it has been solicited along the same lines employed last year.

The tentative programme, as outlined by Harry W. Meneley, secretary of the organization, provides for the opening address Tuesday morning by a Chicago city official. Official reports then will be presented. Co-operation with Federal Fuel, Food and other administrations will be the chief topic at the afternoon session.

On Wednesday morning there will be a closed meeting for members only, at which several business matters of importance will be taken up. In the afternoon an open meeting for visitors will be held. Product and premium displays will form the center of interest.

Thursday morning will be devoted to the election of officers, and the afternoon meeting will be given over to installation of officers and committee work.

Among the speakers on the programme are George F. Hellick, Easton, Pa., who will discuss "Conditions in the Tea and Coffee Trade in the East."

Ralph Fawcett, Canton, Ohio, will deliver an address on "Abnormal Conditions in Factories." Among the other speakers will be Osborne Monnett, of the United States Fuel Administration at Chicago, and Samuel A. Ettelson, corporation counsel of the City of Chicago.

The social programme, as tentatively agreed upon, follows: Tuesday afternoon, matinee for ladies; Wednesday afternoon, card party for ladies, followed by an automobile tour and an evening dinner party; Thursday evening, annual

banquet, at which voluntary Red Cross contributions will be solicited. E. J. COSTELLO.

**TO OPEN A CHINA BRANCH**

Grace China Company, a Subsidiary of W. R. Grace & Co., Organized to Handle the Chinese Business

STEWART P. ELLIOTT, managing director of the new Grace China Company, a subsidiary organization to handle the business of W. R. Grace & Co. in the Chinese market, started recently for China to establish headquarters at Shanghai. Later an American staff will follow him into the Orient, and branch houses will be opened at Hankow and Tien-tsin.

The formation of the Grace China Company took place, according to the officers of the new concern, "for the purpose of centralizing in a transpacific organization the various activities in the Chinese market of W. R. Grace & Co." A statement regarding the latest move of the Grace interests to organize more efficiently for after-the-war trade said in part:

While in the popular mind W. R. Grace & Co. have been chiefly associated with Latin-American trade, their activities in the Far East have steadily increased, particularly in the heavy importation of Oriental produce through their San Francisco house. The organization of the Grace China Company is in line with the development of foreign markets through their own organizations of trained men on the ground. The main activities of the new company will be concentrated in North China.

All the officers and directors of the new company are associated with W. R. Grace & Co. The officers are: President, J. P. Grace; vice-presidents, John H. Rosseter, of San Francisco, and Robert H. Patchin, of New York; treasurer, H. J. Roig; directors, J. P. Grace, J. Louis Schaefer, L. H. Shearman, D. S. Iglehart, Maurice Bouvier, John H. Rosseter, Stewart P. Elliott and John S. Phipps.

**MORE UNEQUAL PREMIUMS BANNED**

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., August 9, 1918.—The Federal Trade Commission has ordered the C. D. Kenny Tea & Coffee Company, Baltimore, to discontinue forthwith the circulation with its products of premium coupons redeemable for articles of unequal value, involving the element of chance. The practice, regarded by the Commission as an "unfair method of competition," was admitted by the company, which agreed to issuance of the Commission's order without further proceedings.

The Commission also announced the dismissal of complaints against four other coffee concerns under like charge, as follows: Enterprise Coffee Company, J. S. Elliott Coffee Company, R. L. Gerhart, and the Climax Coffee & Baking Powder Company. LAMM.

#### PACKERS ARE ASKED TO SAVE TIN

[SPECIAL CORRESPONDENCE]

WASHINGTON, D. C., August 28, 1918.—The War Industries Board has again appealed to the packers of dry foodstuffs to help conserve the supply of tin and steel by using paper and fiber containers and bags, or other substitute material, instead of tin cans and cartons. Packers of teas, coffees, coffee substitutes and spices are expected to lend a hand in this movement.

The Board recently stated that according to reliable estimates the tea, coffee and coffee substitute packers would normally use about 700 tons of tin and 35,000 tons of steel during 1918. These trades are asked to cut down the consumption to the absolute practical minimum.

#### NEW OFFICERS FOR ST. LOUIS FIRM

William J. Kinsella, Jr., was elected president of the Hanley-Kinsella Coffee & Spice Company, St. Louis, at a meeting of the board of directors. He succeeds his father, William J. Kinsella, who died recently.

The board elected Dalton L. Kinsella, another son, first vice-president, and William Shields second vice-president. Dalton Kinsella is now serving in France. P. J. Kinsella was made secretary, while F. X. Madden retains the office of treasurer.

#### TEA COVERINGS RULING APPEALED

The Treasury Department has entered an appeal from the recent decision of the Board of U. S. General Appraisers, which declared certain tea containers consisting of bamboo baskets should not be assessed with duty at the rate of 25 per cent ad valorem. The containers involved consisted of round baskets of bamboo, about six inches in diameter, painted and decorated, into which was fitted a round tin box containing tea in quantities of less than five pounds each.

#### COFFEE FIRM IN FOREIGN TRADE

Among the statements of foreign trade combinations filed during July with the Federal Trade Commission under the Webb Export Act appears the name of G. Amsinck & Co., of Mexico, Inc., chartered at Wilmington, Del.

### INFORMATION FOR BUYERS

Pithy Suggestions as to Where and How to Buy to the Best Advantage

**B**UYERS in all branches of the tea, coffee and grocery business will find it to their advantage to read this department every month. Only items of legitimate trade news intended to be informative and helpful to buyers, and all carefully edited, will be published here.

#### COFFEE ROASTER PUTS OUT NEW BRAND

E. B. Millar & Co., importers of coffees, teas and spices, Chicago, recently put a new brand of coffee on the market under the name of "Nut-Brown." This firm is also packing a steel-cut coffee under the brand of "Pearled Coffee."

#### GIVES GAMES TO ADVERTISE COFFEE

The International Coffee Company, New York, which recently put the "Home Run" brand of coffee on the market, is now giving pocket-size baseball games to its customers to advertise the "Home Run" brand. The game is designed for soldiers, sailors, campers and travelers, and covers every known play that can be made in a regular ball game. A game is played by spinning a pointer on a spindle.

#### SOME ATTRACTIVE ADVERTISEMENTS

The Manhattan Coffee Mills, Inc., importers and jobbers of tea and coffee, Washington, D. C., has been sending to business friends a very attractive metal tablet carrying a patriotic message, and also a metal calendar for the year 1919. The latter bears a picture of the "Martha Washington" coffee package put out by this firm. The other tablet has the pledge of citizenship. The plates are handsomely etched.

#### AN ANALYSIS OF TEA IMPORTS

Irwin-Harrisons & Crosfield, New York tea importers, are sending to the trade a four-page leaflet containing an analysis of tea imported into the United States during 1917 and 1918, with a table showing the percentages of each kind of tea brought in during those periods. There also is a table of the coinage commonly used in the tea-producing countries of the world, with their equivalents in United States currency, and a graph showing the range of silver prices and Shanghai exchange for the past five years. The leaflet is printed in colors, and tea men find it handy for reference purposes.

## MAINLY ABOUT PEOPLE

### News About Men in the Trade at Work and at Play

O. W. BOWEN, manager of the tea department of W. R. Grace & Co., returned to New York on August 22 from a seven months' trip to the tea countries of China, Japan, Formosa and Ceylon. Mr. Bowen looks hale and hearty. He reports the primary markets as extremely high, with little chance of decline. His family made the trip with him.

W. H. ABORN, of Aborn & Cushman, coffee brokers, New York, took a week off during August and visited his son, who is in U. S. C. A. service at Camp Lee, Petersburg, Va. Mr. Aborn also helped with the work, and tells some inspiring stories of the humanitarian work being done by the "Y" men. His son has been there since early in January.

ALEXANDER H. BARKLIE, of Fromm & Co., New York, left for Camp Dix, N. J., on September 3. Mr. Barklie was rejected for physical reasons on the first draft examination, but was accepted in the combing process for limited service.

THOMAS J. WOODS, of Woods, Erhard Company, New York, left on September 7 for a trip to Hayti. He will be away about three months. He will investigate coffee conditions in Hayti, acting as special agent for G. H. McFadden & Bro., New York.

R. L. HECHT, manager of the New York office of Irwin-Harrisons & Crosfield, Inc., left New York early in September for an extended business trip throughout the West.

GEORGE W. LAWRENCE, president of the New York Coffee and Sugar Exchange, who is now in charge of the Coffee Department of the U. S. Food Administration at Washington, took a brief respite from his labors at Washington during the month for a motor trip to Cape Cod, accompanied by Mrs. Lawrence.

E. S. POWELL, who was with B. Fischer & Co., New York, and prior to that with Arbuckle Bros. for some years, has been appointed sales

manager of the Young & Griffin Company, New York.

PETROS P. TATANIS has acquired sole interest in the coffee importing firm of Caracanda Bros. for the United States and Canada. The firm is now located at 1 Wall street, New York. Mr. Tatanis has formulated plans for increasing the volume of the business, making it an even greater factor in the coffee and allied trades.

GALE H. CARTER, for several years assistant manager of W. R. Grace & Co., San Francisco office, will serve as acting manager during the absence of J. H. Rosseter, who was recently appointed director of operations of the United States Shipping Board.

## OBITUARY

### JOHN H. FISHER

John H. Fisher, for many years identified with the wholesale tea and coffee trade as owner of the Hudson Mills, New York, died August 26. He was a member of the New York Athletic Club, the Sons of the American Revolution and the Seventh Regiment.

### WILLIAM BOHN

William Bohn, for twenty-five years a partner in the Germania Coffee & Spice Mills, Brooklyn, N. Y., died August 20. He was born in Brooklyn in 1857, and became one of the best known men in the Wallabout Market section.

### WASHINGTON BURTON

Washington Burton, president of W. Burton & Co., manufacturers of flavoring extracts, New York, died August 18. He was 65 years old and a leading member of the Flavoring Extract Manufacturers' Association. He is survived by a son and a daughter.

### ARTHUR BROOKE

Arthur Brooke, the founder and for many years chairman and managing director of Brooke, Bond & Co., Ltd., London, died the latter part of July. He was about 75 years of age, and was one of England's pioneer tea men.

## NEW EQUAL VALUE ASSORTMENTS

Puritan China will delight your most discriminating patrons. Ask for samples and details—there's no obligation.

THE LIMOGES CHINA CO.

W. I. GAHRIS, Pres.

SEBRING, OHIO



## "But Don't You Make Packages For Anything Besides *Coffee and Tea?*"

In the beginning, of course, *The UNION DUPLEX BAG* was designed to contain simply Coffees and Teas. In the same way, *The UNION DUPLEX SACK* was intended purely as a display package for *Flours and Meals*.

But enterprising Merchants have taught us the adaptability of both lines for all manner of dry, non-perishable food-stuffs—Spices, Rice, Tapioca, various prepared Breakfast Cereals, Dried Fruits, etc., etc.

Sometimes it is a large, sturdy *Sack* (either unlined or duplex) for bulk or parcel-post shipment; sometimes it is a fancy "counter-unit" which must be "different from anything now on the market"; and sometimes a tiny, transparent *Glassine Bag* for samples of Cloves or Tea.

Whenever package costs oppress these Merchants, they find out what our "Specialty Department" can do. And we have so seldom failed them that they now have a new conception of "*a paper bag.*"

**UNION BAG & PAPER CORPORATION**  
*(Name of the Nearest Selling Agent upon request)*  
 PRINCIPAL OFFICES - WOOLWORTH BUILDING - NEW YORK CITY



## MARKETS OF THE WORLD

Latest News Letters from Staff and  
Special Correspondents in Foreign  
and Domestic Trade Centers

### OUR LONDON LETTER

The Latest News From Mincing Lane and the  
Continental Trade Centers

Office of THE TEA AND COFFEE TRADE JOURNAL,  
34 Cranbourn Street, London, W. C. 2.

LONDON, Aug. 3, 1918.

**M**INCING LANE feels that the rules, restrictions, regulations and orders which have been issued in regard to tea have perplexed the British public unnecessarily. This opinion seems to be borne out by the bewildering instructions recently issued with regard to the newest scheme for tea registration.

Mincing Lane points out that there is no scarcity of tea in India. Last season's crop was 350,000,000 pounds, against 345,000,000 pounds in 1916. The Government could have as much of it as they chose to buy. Nobody in the tea trade knows how much of it has been allowed to come here. The explanatory press articles that emanate from the Ministry of Food, and appear in our newspapers, state that the distribution of tea contemplated under the registration scheme will be about equal to the normal consumption before the war. Mincing Lane argues, if that be the case, where was the necessity for irritating every consumer of tea with registration and production of ration books to a retailer by a specified date, not to mention the earlier threat of rationing, which had to be withdrawn?

The Ministry of Food recently stated that the stock of tea which looked so large on May 31 was not all available for civilian consumption, as part of it included tea for the army and navy, and a further quantity was sold, but not delivered. Tea traders say it must be evident that if five million men are in France drinking tea they are not drinking it in England. There is an idea cur-

rent in the tea market that tea for army and navy use is taken over the ships' sides in the docks to save landing and housing expense, and removed to the Government blending depot at Deptford, in which case it would not appear in the stock at all.

A word as to the price of National Control tea, about which Sir Alfred Yeo, member of Parliament, asked the Food Controller recently. The Government pays the growers only pre-war prices, plus 1½ cents per pound for extra costs. Before the war the selling price of tea was widely advertised as "The very best, 1s. 4d. (32 cents) per pound." The duty is now 14 cents per pound higher, making 46 cents, and, allowing 2 cents for extra costs, it is evident that unless there is gross profiteering somewhere there ought to be an equally good profit to the distributor if the tea were sold at 50 cents. Colonel Thorne asked the Food Controller on March 18 if the controlled price could not be reduced to 60 cents, and was answered that after May 31 the Controller hoped to be able to buy some cheaper tea; nothing more has since been heard of the matter, however.

Another large tea ballot is taking place this week, the bulk of which consists of Indian growths, while the contributions of Ceylon are comparatively restricted. The total supplies allocated to the wholesale trade for the fortnight will thus be very considerable, but the ballots will be suspended upon the supplementary needs to be seen to during that period. There is every indication of plentiful supplies for the next few months. Lack of labor and transport is apparently the chief difficulty of distribution. The shipments from Ceylon for the first half of this year denoted a considerable setback against last year, which is presumably due in part to adverse weather conditions in the plantations, but better shipments may ensue. Complaints continue in regard to the large quantities of poor Indian tea coming on the market, but the quality of Ceylon seems quite satisfactory.

Information reaches me from Simla, India, that the Indian Government has decided to exempt the industrial profits of tea estates from income tax up to March 31 next. Hitherto tea has been exempt from such taxation in India, it being included in agriculture. It is proposed, however,

## PHOSPHATE

For Baking Powder and Prepared Flour

### PROVIDENT CHEMICAL WORKS

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Branch Offices: NEW YORK, CHICAGO

# “CANWOOD” FIBRE CANS

TIN-TOP-AND-BOTTOM

Damp, dust and grease-proof  
Standard for over 15 years

In General use for Tea, Coffee, Spice,  
Cocoa, and Dry Products generally.

1-oz. to 5 lbs. capacity.

Slip Cover, Friction Top,  
Sifting Tops, Screw Caps.

Square, Oblong or Round.

Delivered labelled and ready  
packed in standard fibre or  
wooden shipping cases.

---

THE CANISTER COMPANY OF NEW JERSEY  
PHILLIPSBURG, N. J.

New York Office  
17 BATTERY PLACE

Under the new Indian Revenue Act to assess tea, on the ground that it is not wholly an agricultural product but partly a manufactured one.

The late Arthur Brooke, who has just died at the age of 72, was one of the founders of the Brooke, Bond & Co. wholesale tea business here. His will has just been proved and his estate amounts to \$947,920.

The coffee position shows supplies on a limited scale and a market firm in tone. At recent auctions the offerings have been of a mixed character, and on the whole not very suitable for the needs of the home trade. They, therefore, failed to attract much attention. Sales included Guatemala, Uganda, Santos, Venezuela and Bahia, some being prize goods. A small business has been done privately at late rates, while the terminal market is reported inactive and unchanged.

#### EAST INDIES SITUATION CRITICAL

The inability to ship products from the Netherlands East Indies has brought about a critical situation there, according to statements recently made in the New York trade. As regards Java and Sumatra tea, it is claimed that the European owners of estates are so uncertain of shipping their own tea they have been compelled to stop buying wet tea leaf from the native growers for fermentation purposes. Consequently the Government has been forced to operate a fermentation plant to prevent the native planters from losing not only their crops but their plantations as well. The situation is attributed chiefly to lack of shipping facilities, the low prices offered in foreign markets, and the high rate of exchange.

#### INVERT SUGAR FIRM UNDER FIRE

WASHINGTON, D. C., August 22, 1918.—The Federal Trade Commission has been taking testimony against the Nutomoline Company, New York, manufacturing and selling invert sugar syrup. The case concerns the validity of a patent.

#### PORTO RICO NEEDS SHIPS

##### Coffee Growers Feel Lack of Tonnage and Fear That There Will Be No Market for New Crop in September

[FROM A STAFF CORRESPONDENT]

SAN JUAN, PORTO RICO, Aug. 17, 1918.

PORTO RICO coffee growers are working energetically to secure more shipping space in Spanish boats in order that the coming September crop may not find the market still well stocked with a good part of last year's output. At present exporters and dealers have on hand a large supply which, because of the difficulty in obtaining sufficient space on Spanish vessels, they are unable to send to their best foreign customer—Spain.

Porto Rico coffee has for years gone in great part to the Peninsula, though France, Italy, England and Germany have also been buyers. The war has cut off the other foreign markets, and inability to get to the Spanish market, which, because of the advance in Spanish currency is at present very attractive, puts coffee dealers in a trying position. Just how big has been the cut in shipping space is shown by the fact that with 12,000 bags awaiting exportation on one Spanish steamer the dealers received notice that only 1,100 could be sent.

#### COFFEE MEN APPEAL TO GOVERNOR

In their effort to secure relief, the coffee men have turned to Governor Yager and asked him to take up the matter with the Shipping Board. Ermelindo Salazar, acting president of the Coffee Growers' Association, wrote the Governor recently urging immediate action, and the latter's reply indicates that he is anxious to improve the situation.

Mr. Salazar's letter was as follows:

SIR:—The Spanish steamer *Satrústegui*, that will be here in three days, will take only 1,100 of

#### BLACK DIAMOND BRAND PICKLING SPICES

SEVENTEEN VARIETIES OF THE BEST QUALITY OF WHOLE MIXED SPICES AND SEEDS SO PROPORTIONED AS TO PRODUCE A FLAVOR UNEQUALLED FOR ALL PICKLING PURPOSES. BULK OR CARTONS.

ARCHIBALD & LEWIS COMPANY

NEW YORK

#### PUREST AND BEST BAKING POWDERS

Cream of Tartar and Pure Phosphate

Buyers Private Brands at Attractive Prices

Also High Grade Cocoas under Private Brands

MANHATTAN BAKING POWDER CO., 264 Spring St., New York



**THE SIGN OF  
BETTER CANS**

**AMERICAN CAN COMPANY**

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12,000 bags of coffee that were assigned. In the *Legazpi* there are 8,000 bags assigned which probably will not shipped, and there will be therefore a perilous congestion.

A large part of this coffee was sold some months ago, and the delay in delivery, due to lack of space, may result in controversy which it is desirable to avoid. If a fall in price or a change in currency occurs the loss to our exports will be enormous, and in the end will result in a loss to our growers, for the next crop begins in September. If the new crop comes in with a large stock of the crop on hand, the exporters will not buy the new crop and the growers will find themselves without buyers.

It is of vital importance that the Spanish steamers take all the coffee offered for shipment, and we urge you, for the reasons given above, to use your influence that space may be obtained. If we give the ships coal it is reasonable that they in turn should give us service of vital and immediate importance.

In reply Governor Yager promised to try to help the situation, and after taking the matter up with Collector of Customs Moore it was referred to Washington. Since that time some space has been obtained for coffee.

HARWOOD HULL.

#### CHICAGO NEWS LETTER

Activities of the Trade in the Windy City and  
Vicinity as Seen by Our Own  
Correspondent

CHICAGO, Sept. 2, 1918.

**S**ANTOS coffee stocks in Chicago are practically exhausted, and the outlook would indicate a critical shortage in the near future unless the demands for increased prices on the part of the Brazilian interests are met promptly. The trade here is inclined to credit the reports of a frost in Brazil, but there is no apprehension of a shortage there even in the event of but a 50 per cent crop, because of the surplus in the producing country.

The tea trade here is characterized as good; merchants are optimistic and are taking a philosophical view of the many unusual conditions. Prices are continuing strong owing to freight conditions, congestion at ports of entry and the subsequent storage, interest and insurance at rates higher than usual. The second Japan crop, which opened in the neighborhood of 11 cents above last year, has steadily advanced to 14 cents, and sales have shown an increase in volume.

The Chicago Coffee Roasters' Association will meet soon for the purpose of forcing retail dealers to accept all purchases in the future after the goods have been shipped. The action probably will take the form of a petition to the United States Food Administration.

Recently one large Chicago house rejected a carload of coffee on the tracks here. An interchange of messages between the consigner and the Food Administration followed, and the Chicago firm was then ordered to accept the shipment, and informed that freight conditions would not permit of rejections of this character. Big dealers view the order in the light of a ruling that would stand, and now an attempt will be made to have it extended to the retailer.

Some of the biggest coffee roasters in the Middle West are having trouble in getting coal and expect even more difficulty in the future. Several are turning to gas attachments to use under their coal-burning roaster cylinders. Chase & Sanborn and Durand & Kasper Company, of Chicago, are changing over their plants. It is understood that they were ordered to do so by the local Fuel Administrator.

Another food trade reformer, the De Beltrand Company, which operated a chain of thirty-nine stores in Chicago and vicinity, has failed. De Beltrand was the chief motive power in the "All Package" system in New York.

E. J. COSTELLO.

**When in the market for bulk coffees let us  
quote and submit samples.**

**A large assortment of quality coffees to  
select from.**

**B. FISCHER & CO.  
IMPORTERS**

**Tea--Coffee--Spice--Rice**

**NEW YORK CITY**

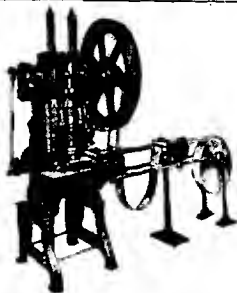
(Trade **NAPACAN** Mark)

The highest grade all paper can on the market. Its impervious qualities are "built into it", the manufacturing process being entirely different from all other forms of paper containers.

A Baltimore Coffee Roaster writes: "The Napacan has proven the best for ground coffee that we have tried since the advance in tin. We are enthusiastic about it."

It is also the handsomest package on the market. The patent Hermetic Seal Closure is ideal for Coffee. Write for catalogue and samples.

NATIONAL PAPER CAN CO.,  
576-598 Clinton St., Milwaukee.



## PAPER CAN MACHINERY



OUR MACHINES CAN BE IMITATED  
but  
our experience can only be  
obtained at your expense.



**Samuel M. Langston Company, CAMDEN, N. J., U.S.A.**

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Montreal Canada Toronto

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T. W. & C. B. SHERIDAN CO.  
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## THE NEW YORK MARKETS

## Special Market Reviews for "The Tea and Coffee Trade Journal"

NEW YORK, Sept. 3, 1918.

**T**HE Allies' victorious fighting was reflected in Brazil-New York coffee markets at the beginning of September, when futures suddenly spurted, prices ranging from 1 to 2 cents higher. But the boom died quickly, and the market resumed its featureless character of the preceding month.

Shortage in Brazil spots has resulted in advanced prices along the entire line. Consequently buyers are giving more attention than ever to milds. Lately there has been strong evidence that the trade has become better acquainted with mild values and is taking them in increasing quantities. They generally sell from  $\frac{1}{2}$  to  $\frac{3}{4}$  of a cent per pound cheaper. Trade buying has been good, but not up to the preceding month.

Regarding Brazil frosts, trade leaders here believe there has been some damage; but that even if it were considerable the United States need not worry because of the stocks in sight in Brazil.

The tea market continues along in the same steady manner as in the past few months. Reports from producing countries indicate higher primary prices in practically all markets. The inquiry in New York has been fair for this period of the year. Prices remain firm, and available stocks are comparatively small.

As has been expected a greater inquiry for all spices has developed. Generally stocks have not been enlarged, and the prospects of decided increases are dubious at this time. The range of prices has continued steady.

**PEPPERS**—There has been little change in this line and the transactions have been of small importance. Though there is a strong feeling in

the market, prices have stood still. **CLOVES**—The steady demand from jobbers has further cut into the already small stocks. Material changes in prices are not expected, however. **PIMENTO**—This market reports slightly higher prices with moderate stocks at command. **CASSIAS**—Selling of Selected Broken was active the latter part of August. Other grades have been stationary. There is a fair jobbing demand. **NUTMEGS**—Prices continue unchanged, although stocks are very small and the demand is developing. **MACE**—This market is featureless, only routine business being done. **GINGER**—The situation remains unaltered.

## WAR INSURANCE ON BRAZIL COFFEE.

George W. Lawrence, writing for the United States Food Administration, issued on August 10 the following memorandum pertaining to war risk insurance for coffee from Brazil:

Owners of coffee shipped on vessels allotted by the United States Shipping Board for the transportation of coffee from Brazil to United States ports may avail themselves of the reduced rates for war risk insurance arranged by the Bureau of War Risk Insurance, Washington, D. C., provided that the particular vessel assigned comes under a classification that is eligible to such rates. It is suggested that requests for quotations on each vessel allotted for this purpose be made to Wm. C. Rader, Deputy Commissioner, Marine and Seamen's Division, Bureau of War Risk Insurance, Washington, D. C. When doing so give details of the voyage (all ports to be named), amount of insurance required and name of assured. No insurance will be accepted after vessel has sailed. All quotations are made for forty-eight hours' acceptance and filing of application, accompanied by certified check (made payable to the Treasurer of the United States), in payment of the premium, and with the warranty that vessel will sail within fifteen days from the date of the application. Each vessel and risk must be treated by separate correspondence.

**DANNEMILLER**  
**COFFEE CO.**  
**BROOKLYN-N.Y.CITY**

**COFFEE—Roasted and Green**  
**To Wholesale Dealers Only**

**Papers  
That  
Keep  
in  
the  
Flavor**

**P**APERS that keep out air, moisture, dust and contaminating odors; Papers that are themselves absolutely pure enough to eat; Papers that impart no taste or odor to the coffee, tea, spices, etc.; Papers unaffected by

products liable to become greasy; Papers that can be folded, printed, pasted:—These are the kinds that interest YOU.

These are the kinds you will find in the family of

## Diamond-F Protective Papers

*such as*

Diamond-F Greaseproof Glassine Vegetable Parchment Parchmoid

These papers combine all the above qualities and more. They are made of the best raw materials obtainable. They are carefully inspected, purified and prepared. From start to finish, every operation is conducted in our

own establishments, insuring absolutely high grade finished products. These papers are pure cellulose, free from oils, chemicals, waxes, metals, etc. May be had in rolls, sheets, circles.

*Jobbers everywhere carry Diamond-F Protective Papers. If you would like samples for any food protective purpose, write us.*

**Diamond State Fibre Company**

Bridgeport, Pa. (Near Philadelphia)

Also makers of Diamond Fibre—"A Remarkable Material"



**Diamond-F**

A Mark of Quality  
A Sign of Service



## **Ritchie's** ALL FIBER CANS TIN TOP AND BOTTOM CANS

The ideal container in place of expensive tin cans. Ritchie's Paraffined or Parchment lined cans hold the aroma, are airtight and non-absorbing. The ideal package for Coffee, Tea, Spices, Coconut and all dry foods.

*Quotations and samples promptly forwarded.*

**W. C. RITCHIE AND COMPANY**  
414 SO. GREEN ST., CHICAGO, ILL.

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## SALIENT TRADE NOTES

E. L. Adams, Atlanta, Ga., has been appointed secretary of the Southern Wholesale Grocers' Association, in charge of the office at Washington, D. C. Mr. Adams was formerly at the head of E. L. Adams Grocery Company, Atlanta.

Arthur C. Webb, formerly of the general sales department of the American Can Company, New York, has been promoted to district sales manager with headquarters at San Francisco.

James & John R. Montgomery, tea brokers, New York, have opened new offices at 103 Front street, in the same building with A. C. Israel, coffee importer, who occupies the two lower floors.

The Jewel Tea Company, Inc., Hoboken, N. J., recently purchased the five-story brick building at 44 Central avenue, Newark, N. J., and has begun roasting coffee there.

The Great Atlantic & Pacific Tea Company has leased about 100,000 square feet of space at Findlay and Pioneer streets, Brooklyn, N. Y., for the storage of perishable products.

The International Vegetable Oil Company, Atlanta, Ga., which operates several factories in other parts of the South, is constructing what is said to be the largest and most complete peanut

butter plant below the Mason and Dixon line. The Lambert Machine Company, Marshall, Mich., designed and is building and installing the peanut butter equipment. The plant is expected to be ready October 1.

The Honduras Coffee Company, importer and roaster of coffee, Atlanta, Ga., has moved to 273-5 Edgewood avenue. This firm specializes in Honduras coffee and has installed new roasting machinery.

The H. D. Lee Mercantile Company, Kansas City, is attaching a suction apparatus to its coffee roaster pipes, using a No. 31 Burns fan for the purpose.

The American Dutch East Indies Trading Company, Inc., New York, has been incorporated, with \$25,000 capital, by C. Melnitz, 45 Markwood road, Forest Hills N. Y.; J. Holzman, 132 Third avenue, Astoria, L. I., and H. Orlove, 860 Dawson street, New York.

Hills Bros., San Francisco, have installed another Burns ground-coffee mixer. This makes six machines of this type.

The Java Trading Corporation, New York, has been incorporated, to import and export coffee and rubber, by R. Matthews, E. M. Souza and S. Black, 111 Broadway. Capital, \$100,000.

## A RARE OPPORTUNITY TO ENLARGE YOUR BUSINESS

A well-known Wholesale Tea House, established over 25 years, must be sold to settle an estate. Splendid Mail Order Business.

Will sell outright or Good Will and Trade Marks separately. Some of the best brands on the market.

For further particulars, address

Box 448, Care of The Tea and Coffee Trade Journal

**General Can Company**

Sixteenth & Canal Sts.

Chicago, Ill.

**Tin and Fibre  
Cans**



**K.V.P.**  
*Waxed Paper  
or Vegetable Parchment*

**It covers "red meat"**

Millions of squares of K. V. P. waxed and vegetable parchment papers are being used to protect much of the "red meat" that finds its way into the mess kitchens of army camps and cantonments.

These papers are used to protect practically all kinds of food.

Made from the raw material in the "world's cleanest paper mill."

**Kalamazoo Vegetable Parchment Co.**  
KALAMAZOO, MICHIGAN

Makers of vegetable parchment, waxed and bond papers, and paper specialties.



**"SEALRIGHT"**  
**High Grade Paper Cans**

for the packaging of Coffee, Tea and other Dry, Liquid and Semi-Liquid Foods.

Fine appearing, durable, water-tight, odorless and tasteless.

The superior appearance and construction of "Sealright" Cans, attract immediate attention wherever shown.

Write for Samples and Prices  
**SEALRIGHT CO., INC.**  
FULTON, N. Y.



## Conserve Tin and Glass

IN PACKAGING

Collee, Tea,  
Baking Powder,  
Cocoa, Spices, etc.

*Wells*

## FIBRE CONTAINERS

Teas, Coffees and Spices can be ideally and economically packed in *Wells* Parchment Lined Containers. Aroma cannot escape—impurities cannot enter.

Baking Powder can be perfectly packaged in *Wells* Paraffined Containers.

They are air-tight and moisture-proof. Both are endorsed by leading Food authorities.

Made in square form, for compactness, with round air-tight cap. Any capacity from 2 to 214 cubic inches.

Let us help you solve your packaging problems. Get complete information, prices, etc.

THE *Wells* FIBRE  
CONTAINER CORPORATION  
160 West Front St. Monroe, Mich.

The Lambert Machine Company, Marshall, Mich., has practically completed the moving of its manufacturing plant to the Page factory, recently acquired, as announced in these columns in July.

The National Spice Company, Brooklyn, N. Y., has been incorporated by H. Ecken, J. Albert and I. Blidstein, 524 Saratoga avenue.

A Challenge coffee pulverizer is being installed by B. Boukalis & Co., Worcester, Mass., grocers.

Theodore Fleischman has applied for a receiver for the Belleville Extract Company, which is capitalized for \$100,000.

The Young-Mahood Company, Pittsburg, will soon increase the capacity of its roasting plant by installing a Jubilee roaster of four bags capacity.

The Pabst Pure Extract Company, Roanoke, Va., has been chartered, with capital of \$180,000, to manufacture extracts. The officers are: President, Wesley M. Barrett; secretary-treasurer, Carl O. Garrwodrtt.

Another Burns granulator with chaff remover is being installed in the Richmond plant of Cheek-Neal Coffee Company, duplicating the grinder, which was included with the original equipment of this branch house.

The Joy Rice Milling Company, Wheatley, Ark., has been incorporated, with capital stock of \$100,000. J. Newberger, J. D. Marks, J. T. Thomas, R. L. Taylor and Walter Trost are the incorporators.

The Columbia Coffee & Syrup Company, New Orleans, will soon install a No. 14 Burns sifter for making uniform grades of whole-bean roasted coffee.

The Sale Peanut Corporation, Seale, Ala., is planning an increase in its capitalization and the installation of machinery for the manufacture of cold pressed peanut oil.

The Vermont Milk Chocolate Company, Burlington, is adding to its roasting department four 3 x 6-foot runabout cocoa cooler boxes.

The Los Angeles Grocery Company, Los Angeles, Cal., has been incorporated, with capital of \$250,000, by E. C. Gise, J. H. Bell, J. M. Smiley, Robert Moyer and W. T. Graham.

Harry Hoffman, 518 K street, Sacramento, Cal., will soon install a No. 7 Burns roaster with rocking cooler for roasting in quantities up to half a bag at a time.

The William Edwards Company, Cleveland, one of the largest and most progressive firms among

## **EPPENS, SMITH COMPANY**

*Importers and Jobbers*

### **COFFEES and TEAS**

267-269-271 Washington St., 103-105-107 Warren St.,

124 Front St., New York

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## **JAVA and SUMATRA COFFEES**

**SPOT AND AFLOAT**

*Offering some choice lots.*

*Ask for Samples*

# TRANSMARINA TEAS

## CEYLON and INDIA

Spot stocks of these growths are now available at prices greatly below cost of importation and replacement. The low prices and good quality of Java Tea have, at last, caused consignors of Ceylons and Indias to make efforts to meet competition.

The time to buy Ceylons and Indias is NOW.

Let us help you.

HANDELMAATSCHAPPY "TRANSMARINA," INC.

(Trading Co. "Transmarina")

62 William Street,  
New York City, N. Y.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

grocery jobbers, have completed the addition to their extensive plant.

Hoadley's Chocolates, Ltd., have recently ordered for their plant at Melbourne, Australia, another No. 5 Burns cocoa roaster and 3 x 6-foot cooler box, similar to two previous outfits shipped to this establishment.

For obvious reasons the Kaiser-Huhn Grocer Company, St. Louis, has changed its name to the Pioneer Grocery Company. Both members, Robt. Huhn and Geo. E. Kaiser, are known by their intimates to be thorough Americans.

Jett & Wood, manufacturing grocers of Wichita, Kan., will soon put in operation a complete plant for the manufacture of peanut butter. The equipment will include a No. 1 Burns roaster with cooling apparatus, No. 2 blancher, suction cleaner with picking table, and a No. 2 nut mill.

The A. Macdonald Company, with head offices in Winnipeg, Canada, and composed of the three firms of Leeson, Dickie, Gross & Co., the Riley-Ramsey Company, and the A. Macdonald Company, has changed its name to "Western Grocers, Ltd."

The Jewett & Sherman Company, Milwaukee, Wis., importer and manufacturer of coffee, tea, spices, extracts, peanut butter, etc., has increased its capital stock from \$50,000 to \$325,000.

# "FUJI"

Trade Mark Reg. U. S. Pat. Off. No. 105,557

## JAPANS

New season's genuine "Fuji" now ready. Inquire for samples and prices on the celebrated marks

"OPF"  and 

APPLY TO

**CHARLES de CORDOVA**

SOLE AGENT for UNITED STATES (East of Denver) and CANADA of **THE FUJI COMPANY, SHIDZUOKA, JAPAN.**

78 WALL STREET, NEW YORK

## PRODUCE & WARRANT COMPANY, Inc.

(New York Agency)

78-80 Wall Street  
433 Gravier Street

New York  
New Orleans

### Export and Import Commission

### Merchants

## COFFEES ALL VARIETIES

**COCOA, RICE, BEANS, SUGAR** and other  
North, Central and South American Products

Sole North American Agents for **Companhia Leme Ferreira, S. A. Santos**

Sole New Orleans Agents for **Villas, Boas & Co., Santos**

**HEAD OFFICE: ANTWERP, BELGIUM**

**Branches: Amsterdam, Holland. Rio de Janeiro, Santos, Bahia, Brazil. Genoa and Milano, Italy. London, Eng. San Salvador, C. A. Havana, Cuba. Kingston, Jamaica**

**And represented in all the principal markets of the world.**

## **JAVA TEAS OF DIRECT IMPORT**

**ROWLEY DAVIES & CO., LTD.**

BATAVIA, JAVA  
OR FENCHURCH HOUSE,  
5, FENCHURCH STREET,  
LONDON, E. C.

WILL GLADLY SUPPLY ALL INFORMATION

**IRWIN-HARRISONS & CROSFIELD, Inc.**

*Importers and Jobbers of Teas*

PHILADELPHIA	NEW YORK	BOSTON	CHICAGO
50 So. Front St.	96 Wall St.	27 India St.	425 W. Ontario St.
SAN FRANCISCO, 25 California St.			

London	Colombo	Calcutta	Batavia	Shanghai	Hankow	Foochow
Shidzuoka	Daitotei	Medan	(Sumatra)	Singapore		

## **FRANCIS PEEK & CO., LTD.**

Head Office: 20 Eastcheap, London, E. C.

<b>SINGAPORE</b>	<b>JAVA</b>	<b>SUMATRA</b>
Laidlaw Buildings	Batavia, Soerabaja, Bandoeng	Medan

**EXPORTERS**

OF

**JAVA TEA**

AND OTHER

**DUTCH EAST INDIAN PRODUCE**

**TIN RUBBER SUGAR**

**COFFEE RICE TAPIOCA PEPPER CITRONELLA OIL, ETC.**

*Write to our Batavia House and ask to be placed on  
Mail List to receive our Java Monthly Produce Report*

# THE PRACTICAL RETAIL GROCER

A department devoted to the discussion of problems which vex retailers; telling how to arrange, display and sell goods; how to systematize; how to advertise, how to obtain the maximum efficiency in the grocery business.

## THE ECONOMY OF THE PACKAGE

How the Modern Individual Container Contributes to Conservation, Cleanliness and Standardization\*

BY EDWIN F. BOWERS, M. D.

THERE are a number of things one buys with packaged goods that he does not always get when he purchases similar products in bulk. He gets these for nothing—or for a very slight increase over the bulk price of goods of like quality.

These things are honesty and the business integrity of enterprises that have spent fortunes to build public confidence. Also, the actual weight or measure stated on the label; freedom from all contaminating influences; and, not infrequently, Government inspection of the material—insuring its purity and wholesomeness.

All these things are thrown in with the purchase of packaged goods—not from any philanthropic motives on the part of the manufacturer, but merely because he can't help himself.

For the free competition to which the manufacturer is subjected necessarily reflects itself in the quality of the goods he sells. And if his products do not stand the acid test of trial, they inevitably fall by the wayside.

Also, the constantly-improving methods of producing and marketing these products develop economies that reduce the price.

The standardization of product, which is possible when special trade-marked goods are bought, is another important element for consideration.

In other ways also, the marketing of foodstuffs in convenient packages is to be commended. Take dates, for example. Their sweetness and "stickiness" make them, when exposed in bulk, irresistible as insect bait. Certain species of flies, indeed, are most enthusiastic in depositing their larva in date crevices, in the tacit assurance of a future food supply for their progeny.

Then, too, the viscid condition of the date

causes every particle of floating matter brought into contact with it to adhere. Board of Health analysis of air-blown street dust tells the remainder of the story.

Similar arguments could be adduced against the use of bulk peanut butter. The extreme vulnerability of these products to all contaminating influences should cause them to be sold in sealed containers only.

When peanut butter is sold from a wooden pail or tub, the oily seepage discolors and runs into the wood and the paper cover of the package in which it is retailed. This tends to rancidity, which, with the extraordinary affinity of oils for all the odors in the neighborhood, really makes the article undesirable for food uses. Further than this, in bulk peanut butter, the oil rises to the top. The material remaining in the bottom of the tub, robbed of its natural oil, becomes dry and tasteless—and difficult of digestion.

Many valuable and economical food products would never have been invented but for the possibilities of the sealed carton or package. Corn flakes, for example, could not be handled in bulk without crushing and deterioration. The same might be said of all flaked grains, all toasted, puffed, steamed or prepared cereals. Modern methods of packing and distribution enable the public to buy in small quantities at a few cents a package, as needed. The manufacturer and dealer carry the supply and take the risk. The public is economically served, and meat and other expensive foods are saved.

Leakages of a somewhat similar character are draining the finances of every family that uses bulk cereals. Waste in handling the meal—or whatever it may be; the ravages of rats, mice, ants, grubs, weevils, flour moths and other insects; accumulation at the bottom of the bag or receptacle of dust, dirt and unused leavings—which spoil a certain amount of material—all combine to increase the cost of the remainder of the stuff.

The same clerk who handles kerosene also

\* Reprinted by permission from the "American Sugar Bulletin."



An Easy Problem  
In Happiness

## Your War Duty and Ours



Of course you can't do business the same as usual. Merchandising methods must change, and the consuming habits of the public must change to meet war conditions. No use grumbling or complaining. We are at war.

We are operating under restricted production to meet the requirements of the Food Administration. We accept our war duty as a patriotic privilege. In making Shredded Wheat Biscuit we use the entire wheat grain. With

## Shredded Wheat Biscuit

goes all the "substitutes" you need to sell—bran and "middlings"—they are all in Shredded Wheat. That's the reason you don't need to sell "substitutes" with Shredded Wheat.

Made only by

**The Shredded Wheat Company, Niagara Falls, N. Y.**

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



Handles sugar. Were he to cleanse his hands after each operation he would waste a good many moments at the wash bowl. If he failed to take such precautions the sugar would absorb the odors of other articles.

So there is economy, commercial progress and good sense in our modern, sane and sanitary methods of distributing and marketing food products. And there is exactly the reverse in returning to the wastefulness, the perils, and the reactionism of the old "bulk foods" of grandfather's day. And the sooner we realize this the better it will be for everybody concerned.

### STIMULATING COFFEE SALES

How a Grocer Built Up His Coffee Department by Educating His Customers to Make a Better Brew

By I. R. MERRITT  
Brooklyn, N. Y.

A BROOKLYN, N. Y., grocer discovered that one reason why many housewives travel from one grocery store to another in search of good coffee is due to their inability to make a satisfactory brew with the antiquated pots they use. He knew that he had about the best coffee in the town at a moderate price, so did not consider it fair that he should suffer because of their failing.

He covered the floor of his window with roasted coffee beans, and at one side placed a bag of green beans. At the other side was a frame containing photographs of how coffee is ground and shipped. Suspended from the ceiling were sprays of red and green crepe paper, with yellow poppies entwined at the ends.

From an electrical dealer he obtained an electric percolator, which he placed on the bed of coffee with a sign which read:

If You Love Good Coffee, We Invite You to Try Our Crystal Blend. But You Cannot Make Good Coffee Without Efficient Appliances. Try this unexcelled combination—Our Good Coffee plus making it with an Electric Percolator.

The legend on another card stated that:

You can Pay more for Coffee, but You Cannot buy Better Coffee.

A Trial will Convince you that here is a Real War Thrift Opportunity that does not involve a Sacrifice.

Ground while you Wait. Always Fresh and Clean.

On small glass shelves at the sides were displays of coffee hags and coffee strainers at 10 cents apiece. He also offered percolator tops at

three for 10 cents. In the ordinary way the housewife would go to the hardware store for these small articles, but this grocer decided to add this side line because it would not involve much capital or risk. Carrying electric percolators and such more expensive appliances would necessitate setting aside a special department for the purpose, with all the extra expense and trouble involved.

### FOOD CONSERVATION DIGEST



Practical suggestions for dealer and consumer co-operation with the United States Food Administration.

### HELP CONSERVE SUGAR

Spread the Gospel of Saving by Window Displays, Newspaper Advertisements and Bulletin Boards

"WE must save sugar!" is the newest warning sent out by the United States Food Administration in its effort to conserve the supply. Following is a special appeal made to all retail merchants:

"We have an adequate supply which must be stretched to cover the needs at home and abroad. Our people do not realize that sugar is food; that it is necessary for soldiers. They do not realize that there is only a limited amount of sugar available, and that we are now eating more than our share. *We must tell them!*

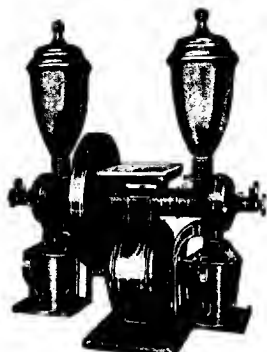
"Tell the sugar story in your newspaper advertisements, by cards in your display windows, your bulletin boards, in the elevators or at the store entrance. Inform your employees fully, so they may pass the word along. Use your display windows, where the whole situation can be plainly shown.

"The sugar campaign is a war emergency. It requires quick and effective action. No group of men in the United States is better qualified to handle the situation than the retail merchants. We ask you to preach sugar conservation—morning, noon and night.

"While the large store has many facilities the small store is the center and meeting place of the community. What information your neighbors and customers get from you will be believed. Let each merchant be responsible for giving this important news to his customers, whether they be many or few."

# UNIVERSAL

## ELECTRIC COFFEE MILLS



No. 9011—COUNTER TYPE  
Height 38 In. Capacity 5 Lbs.

Increase your sales. Advertise fresh ground coffee under your own name. Install a **UNIVERSAL** in your store and a life-long coffee business will be yours.

With a **UNIVERSAL** Electric Coffee Mill you can grind your coffee, coarse or fine, as the purchaser wishes, thereby giving full satisfaction and gaining a satisfied customer.

**Landers, Frary & Clark,** NEW BRITAIN, CONN.

Rows and rows of Yuban packages are continually going on to the shelves of thousands of grocery stores.

At once off they go into the hands of hundreds of thousands of customers.

These quickly moving packages tell the story of the demand for Yuban.

You will find that Yuban repeats as no other coffee does.

## ARBUCKLE BROTHERS

Yuban Coffee Department

NEW YORK

PITTSBURG

CHICAGO



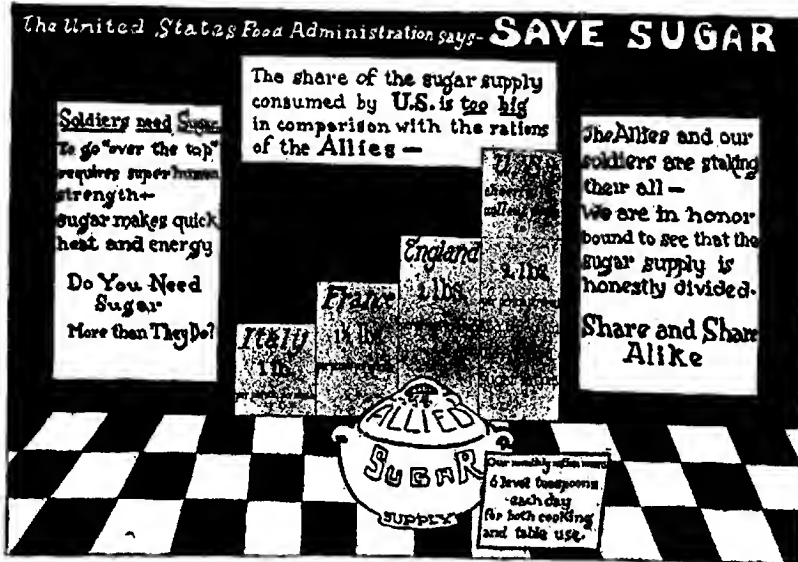
When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

## CONSERVATION OF ICE

Because of the shortage of ammonia the manufacture of artificial ice has been somewhat curtailed, but there are many economies which, if practiced, will insure plenty of ice for all.

The refrigerator should be kept clean, doors tightly closed, and the drip trap in place. The doors should never be opened except when neces-

the system has already been put in practice. A recent canvass of a large number of dealers for an expression of opinion on this point shows that the weight of opinion was in favor of the movement. The only obstacle in the way of a unanimous indorsement of the plan is that the "public has not been educated to buy in this way." As refuting this objection, it has been pointed out



A PATRIOTIC WINDOW DISPLAY DESIGNED TO ENCOURAGE SUGAR CONSERVATION

The United States Food Administration says: "We Must Save Sugar," and suggests the above window display as a means by which retail merchants can carry the message to consumers. The cards give the facts of the sugar situation in an impressive manner, and probably will, for the first time, tell some people how pressing the need for sugar saving is at this period of the year. The Food Administration asks that merchants using the display send a photograph of it to their State Merchants to be forwarded to Washington for the permanent exhibition of window displays from each State.

sary, and then for the shortest possible time. No hot foods should be placed in the refrigerator. These little economies will be of material aid in solving the difficult problem presented by an inadequate supply of ice.

## SELLING EGGS BY THE POUND

For several years the plan of selling eggs by the pound instead of by the dozen has been agitated among the Canadian grocers, and in some towns

that in view of the wide variation in the size of eggs the consumer would quickly realize that the system offers a fair and just basis of charge.

## STAMP OUT SUGAR HOARDERS

Sugar hoarding is a thing which cannot be too strongly condemned, especially at a time when assurance is given that it is not necessary. It is a patriotic duty on the part of any citizen who knows when hoarding is being practiced to report



## Empire Hardware Company

Grocers' Butchers' STORE FURNISHINGS Bakers' Restaurants

SCALES, CANISTERS, SHOW CASES, REFRIGERATORS, Etc.

ELECTRIC COFFEE MILLS

85 Warren St. Between Greenwich Street and West Broadway New York City

Write for complete Catalogue



## A REAL WAR-TIME CEREAL

*Kellogg's*

### SHREDDED KRUMBLES

MADE FROM A BLEND OF CHOICE GRAINS.  
THOROUGHLY COOKED, SHREDDED AND  
TOASTED. DELICIOUS, WITHOUT ANY ADDI-  
TIONAL, SWEETENING. GOOD FOR GROWN-  
UPS, AS WELL AS YOUNGSTERS.



KELLOGG TOASTED CORN FLAKE CO.

BATTLE CREEK, MICH.

## TWENTY YEARS AFTER

Not the tale from Dumas' nimble pen; but an authentic record of marvelous activity from the Pacific Coast.

A coffee dealer in California writes us, that some twenty years ago he haphazardly bought a mill; and the maker having failed to put his name upon it, he's never known just what mill he had.

From that day to this it's been in constant use—and twenty years of grinding means tons and tons of coffee. All this with no repair; and the original grinding plates have been the only ones used. Recently, chance pointed out one of our illustrated advertisements in a trade journal, and he at once realized that the machine which had given such wonderful service was

### THE COLES FAMOUS No. 22

In the past twenty years No. 22 has been very materially improved. Its activities are world-wide, and it has a reputation for "getting down to work." We build it on a formula of HIGH GRADE MATERIAL, GOOD WORKMANSHIP, SIMPLICITY OF CONSTRUCTION AND REASONABLENESS OF PRICE. It's so thoroughly good, that we're very sure it cannot be a better mill

### IN ALL THE YEARS TO COME

Write us for detailed information; and tell us of your needs.

**COLES MANUFACTURING COMPANY**

*Twenty-third and Turner Streets, PHILADELPHIA*

it immediately to the nearest local Food Administrator. Since sugar can be so easily hidden away, good citizens are all the more duty bound to stamp out this pernicious practice. Merchants should give their heartiest co-operation in attaining an equitable distribution of sugar, both for the protection of themselves and the general public.

#### THE DELIVERY SERVICE ECONOMY PROGRAMME

Already results from the delivery service economy programme show it is possible to avoid replacing employees who have been drafted or who have entered essential war work. The large stores of thirty cities have been able to operate with 35 per cent less of a force, and the saving in automobile trucks has been 40 per cent. This is according to the reports made by these stores to the War Industries Board. Limiting the return of merchandise to not more than three days has made an average reduction of 36 per cent in the amount returned, because of greater forethought in the selection and ordering of goods.

#### NEW YORK STORES ADOPT DELIVERY SAVING

Practically all the retail stores of New York City have decided to comply with the request of the Government for economies in delivery service. The request is that each store shall make only one delivery a day over each route, eliminate special deliveries, and refuse to accept the return of merchandise that has remained in the customer's possession more than three days.

Other cities in which the merchants have recently adopted the conservation programme are St. Louis, Minneapolis, Detroit, Denver, Boston, Memphis, New Orleans, Montgomery, Baltimore, Newark, Los Angeles, Portland and Oakland. These are in addition to those who have previously complied with the request made by the Government in time of war for the general welfare of the country.

## TEA NOTES FOR RETAILERS

### Some Valuable Hints on Blending and Distributing as Suggested by a Canadian Importer

By H. L. MACLEAN  
Vancouver, B. C.

#### No. 4.—BACK TO BULK TEAS

THERE is always a better way of doing everything. It may cost something to find out, but if you are willing to pay the price your efforts will be rewarded. The price is not necessarily measured in dollars and cents, it may be just patient effort and perseverance, just the fixed idea and sticking to it, just the same bulldog perseverance that is going to win out "over there," and, as a rule, the higher the price the greater the attainment. It is this fixed purpose of the tea packer and his sticking to it that have gotten the majority of retailers forced into handling some packet tea at a minimum profit against his own best judgment and interests. They one and all will tell you they "just have to handle such and such a tea." In other words, the packer wins out against the retailer by energy and effort, or anything else you choose to call it, and the retailer gives in for the lack of the same qualities. Don't you think it is about time to make a flank movement and win back a little of the ground you have lost?

There has never been a more advantageous time for many years for the retailer to establish his own brand of tea. The packer has to pay about double the price for labels and wrappers, his labor bill has also advanced, as has also his cost of cases, etc., not to mention the advance in advertising rates. You can buy tea packed in the original chests, thus *saving cost of cases, cost of labor in packing, labels and wrappers and the packer's cost of advertising.* In plain figures, you can buy equally as good tea in bulk at about 6

#### FIRST AIDS IN CONSERVATION

## Sauer's PURE FLAVORING EXTRACTS

Make war-time foods and substitutes tempting.

Largest selling brand in the United States.

17 highest awards at American and European Expositions for Purity—Strength—Fine Flavor.

THE C. F. SAUER COMPANY

RICHMOND, VIRGINIA




## Cocoanut Shells Needed For Gas Masks

The carbon from charred cocoanut sheffs is the best absorbent of poisonous gases yet discovered. Hundreds of tons of cocoanut shells a day are needed by the Government for the manufacture of gas masks.

Only manufacturers of cocoanut products are permitted to receive importations of whole nuts and all the sheffs are turned over for the manufacture of gas masks.

The more cocoanut American housewives use, the more shells are turned over and hence the more gas masks can be produced.

### Dromedary Cocoanut Is Economical

It is safe to buy Dromedary Cocoanut in large quantities because there is no waste. The cover of the "Ever-Sealed" package may be replaced, thus keeping the unused portion fresh, moist and full flavored.

Write today for our new book "Dromedary War-time Recipes" which gives many appetizing suggestions for patriotic housewives.

The HILLS BROTHERS Co., Dept. 12, 375 Washington St., New York

**Add Dromedary Cocoanut to Your  
Favorite Recipe for Corn Muffins**

The food value of cocoanut is just beginning to be appreciated. Pound for pound it is richer in nourishment than bread, eggs or steak.

Dromedary Cocoanut can be used in a number of ways to add food value, flavor and variety to timely conservation dishes.

Dromedary Cocoanut is the universal favorite because it is so delicious in corn muffins, waffles and griddle cakes, cookies, gelatines, rice and bread puddings and fruit desserts, and as sugarless frosting for coffee cakes and war cakes.

### The Government Wants You To Sell More Cocoanut

The full page Saturday Evening Post advertisement reproduced above tells the reason. This is but one of a series of strong advertisements that will appear in the leading magazines. Such advertising will make many sales.

Send for advertising display matter to help you 'cash-in' on our magazine campaign.

cents per pound cheaper than the advertised package tea and obtain fully as good quality, or for 4 cents less than the advertised brand you obtain considerably better quality. The only extra expense to you is the paper bag, which can be as plain or as expensive as seems best to you.

#### PLAYING THE GAME THAT IS WORTH WHILE

It is no easy matter for a wholesaler to establish his brand, any more than it is for the retailer. It can be done, however, and the methods are about the same, only it is less difficult for the retailer, as his is purely local trade and more "get-at-able." Your customers know you personally, and if in a little heart-to-heart talk you tell them your tea is fully as good, if not better, than the packet tea, they will believe you sufficiently to at least try yours, and if it is as good or better, as it should be, you win.

When things do begin to come your way and trade is increasing for your own brand of tea, then is the critical time, because the tendency is to cash in. You are not as apt to be so careful as you were at the start. If tempted to buy a little cheaper quality for profit's sake, don't do it. If markets advance keep your quality right up to the mark, even if it costs more, and if necessary increase your selling price, but don't cut on your quality.

### SYSTEM AND SALESMANSHIP

¶ Helpful suggestions on organization, advertising and sales factors, for Executives, Store Managers and Clerks

### GINGER SALES TALKS

Wholesome Advice and Practical Suggestions for Grocery Salesmen from "One Who Knows"

BY WESLEY WILLIAMS

If you are a grocery clerk this is a good time to be helpful to your customers in telling them just what are the best substitutes to use instead of wheat flour. The Food Administration rulings have many a housekeeper guessing. Study the recipes that are printed and be ready with suggestions.

I believe a man who sells food should not only know how it is produced, but also how it should be used. I have seen young men, and old ones, too, for that matter, densely ignorant on these important subjects. In England grocers' assistants are compelled to submit to an examination before

We are marketing a high grade package coffee under  
the trade name of the

## Commonwealth Blend

and we solicit the accounts of jobbers and wholesalers in  
New York City and other territory.

*Correspondence invited.*

**The Commonwealth Coffee Company, Inc.**

42 Cliff Street, New York

U. S. Food Administration License No. F. 20664

## No waste—quick handling

There is no need for the grocer to waste his time and his customers' in scooping, weighing and wrapping sugar. He can fill his orders instantly with the ready-wrapped

# Domino Package Sugars

They save paper and twine. They save loss through spillage and broken paper bags and through overweight.

## American Sugar Refining Company

*"Sweeten it with Domino"*

Granulated, Tablet, Powdered, Confectioners, Brown



## EMPERATOR COFFEE

A blend of some of the finest coffees grown. It "rules" in the realm of coffeedom, thus deserving its name.

Make your store headquarters for "Emperor" coffee in your town. We are looking for the most representative retail concern in each city or town of the United States to take the exclusive agency for this sales building coffee. Write for particulars.

**JABURG BROS., - New York**  
IMPORTERS

## NEW ORLEANS

The Logical Coffee Port  
Home of

## Alameda Coffee

Sold only in 1 and 3-lb. Tins  
Under Our Trade-Mark

CAREFULLY SELECTED for  
PARTICULAR TRADE

Mr. GROCER, put YOUR TRADE  
WISE

**MERCHANTS' COFFEE CO.**

**OF NEW ORLEANS, Ltd.**

NEW ORLEANS

D. C. CASANAS, Presd.



they are qualified to go into business. The trouble in our country is that too many young men go behind a grocery counter without any idea of learning the business from the ground up. If they go into business for themselves they are unprepared to solve the many problems that confront them.

Opportunities for advancement and development were never so abundant as at the present time. There is a shortage of labor to begin with. A job secured is apt to be a permanent one if the occupant of it makes good. Secondly, every opportunity is given by employers to help the man ahead. Employers are realizing as never before that a well-trained clerk is an asset, and that it does not pay to change unless for very good cause. It costs money to break in new people, besides being an annoying proposition.

Too many young men neglect the opportunities that are presented them in the store to become proficient. That is one of the reasons why when untrained men go into business they fail. The fault does not always lie with the clerk, but oftentimes with the boss, who is indifferent about imparting any information other than selling prices. There is a great future for the trained man in every line of business—there are only jobs for the untrained.

I wonder how many of you read the trade papers that relate to your business? They contain a fund of information that you can use. If you do not read them ask the boss to loan you his copies after he has finished with them. There is a lot of useful information to be obtained from them that will enable you to be a better salesman, and you can gather ideas that you can put into effect in the store.

### Want Advertisements

Subscribers are entitled to one free insertion in this department during the year.

Classified want advertisements under regular heading \$2 for twenty-five words or less. Additional words four cents each. Payable cash with order.

### Help Wanted

SALESMAN who is now serving the restaurant trade. A chance to broaden his field with a large roasting house. Address T. J. Glynn, 190 Franklin street, New York City.

HELP WANTED—First-class distilled vinegar maker who understands starting and opening plant. Address Box 446, care of THE TEA AND COFFEE TRADE JOURNAL.

### Miscellaneous

WANTED—"Ideal" tea-packing machine wanted for packing in lead. State how long in use and price. Address Box 447, care of THE TEA AND COFFEE TRADE JOURNAL.

COMPLETE Coffee and Tea plant for Lease. Very best location as to boat and freight lines. Located in Detroit, Michigan. For particulars write J. M. Bour, 2212 Glenwood avenue, Toledo, Ohio.

## NO RESTRICTIONS!



The Food Administration has withdrawn all restrictions on the manufacture and sale of Macaroni Products. After a period of limited consumption in the interest of Wheat Conservation your trade will take quickly to the HARVEST Brand made from pure Durum Wheat. A profitable seller.

Send us your orders for Macaroni, Spaghetti, and genuine Egg Noodles or inquire of our representative at the Convention.

**THE FOULDS-BRIGGS CO.**  
**CINCINNATI**

U. S. FOOD ADM. LICENSE No. 100190-G

**MR. RETAIL GROCER:**

A large amount of money is being spent by this Company in forceful advertisements to the housewife to

**"BUY COFFEE FROM  
HER GROCER ONLY"**

The big effort is

**Anti-Peddler  
Anti-Premium  
Anti-Mail-Order**

Your co-operation, and it's needed, will yield a good profit and bring you satisfied coffee customers. Ask our representative or write for particulars.

**THE WOOLSON SPICE COMPANY  
TOLEDO, OHIO**

**Sunshine**  
Biscuits

**include every  
known variety  
of Biscuits**

## Baker's Cocoa and Chocolate



Registered  
U. S. Pat. Off.

**MAKE AND  
KEEP GOOD  
CUSTOMERS**

They are most reliable goods sold with a positive guarantee of purity and superior quality; put up in conformity with the Pure Food laws of all the States; are readily sold, giving a quick turnover of stock.

**Walter Baker & Co. Ltd.  
DORCHESTER, MASS.  
Established 1780**

**Here is your  
chance—  
—to help your  
customers—  
—to serve your  
country—  
—and to do more  
business as well**

There are Hoover days.

Every intelligent housewife is interested in food conservation right now.

You can build greater prestige and consumer confidence for your store by distributing Mrs. Knox's new "Food Economy" book, containing 138 war-time recipes, free to your customers at this time.

Your interest in their behalf is bound to be appreciated. Besides, this book will bring you good business on lines that are profitable to you.

Let us send you a supply of these "Food Economy" books with our regular window poster announcing that you are distributing them free.

(We give away)

—CHARLES B. KNOX  
GELATINE COMPANY, INC.,  
JOHNSTOWN, N. Y.

**This  
store  
is  
distributing  
a book on  
Food Economy**



**KNOX**  
SPARKLING  
GELATINE

**EVERYBODY Likes SUMORE**



**EVERYBODY Wants SUMORE**

**WARNER'S MACARONI**

A High Grade All Durum Semolina Product that can be profitably Retailed at 10c. Per Package.  
**WARNER MACARONI COMPANY, Inc.**  
Sales Office: SYRACUSE, N. Y.

**S.A. SCHONBRUNN & CO.**

83 Front Street, New York

*Importers and Roasters of Coffee*

DISTRIBUTORS OF COFFEE OF QUALITY  
Samples and prices that will bear competition, furnished on request.

**"DOING ITS BIT"**

Mr. George Washington, in behalf of the

*G. Washington's* **COFFEE REFINING COMPANY**

ANNOUNCES—That the United States Government has requisitioned its entire output of G. Washington's Coffee for use of the American Army abroad. Every possible effort is being, and will continue to be made, to increase the manufacturing facilities of the Company so as to meet all demands, civil and military.

**TRICOLATOR**  
**"THE"**  
**COFFEE MAKER**

The Aluminum Bowl  
Makes Perfect Coffee  
Thru Paper Filters  
\$1.75



Included with the  
2qt. FIRE KING  
(Almost Unbreakable)  
CHINA Urn \$3.00



A Gallon size \$7.50  
with Fire King urn  
and 100 filters



Send for circular and prices on Urn  
**TRICOLATORS** and Filter Paper.

**THE TRICOLATOR CO.**  
CHICAGO

**KAFFEE HAG**

**NOT a substitute**

but real coffee with  
95% of the caffeine  
removed.

Prepared at New Brunswick, N. J.

Sold by grocers everywhere.

**KAFFEE HAG CORPORATION**  
225 5th Ave., New York



## Can you afford to pass by

an article which is endorsed by one of the largest Tea men in the country as follows:

During 25 years we have never come in contact with any article that has given such universal satisfaction nor proved such a repeater as

## Dwight's Lemon Pie Filling

Sales restricted to the Tea trade.

**WOLVERINE SPICE COMPANY**

GRAND RAPIDS, MICH.

A post-card will procure you a sample.



## "Loose" Sugar Means "Losing" Sugar

Careful tests have proven that a man cannot fill 175 two-pound bags out of a 350 lb. barrel of sugar. The loss of sugar runs from one to five pounds. When you handle

### Franklin Package Sugars

you not only save that loss but you also save labor and the cost of paper bags and twine—an item that is becoming more important every day as prices rise.

## The Franklin Sugar Refining Company

PHILADELPHIA

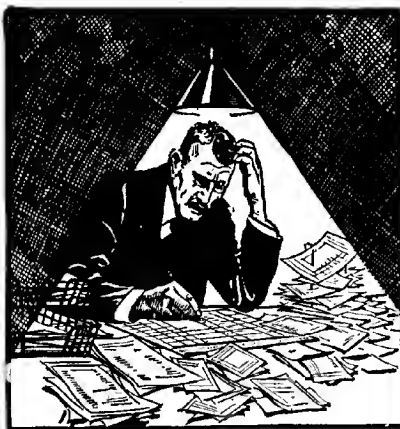
*"A Franklin Cane Sugar for every use"*

Granulated, Dainty Lumps, Powdered, Confectioners, Brown



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

Formosa.....	34	4
Foochow.....	34	4
Congo.....	28	4
Japan P. F.....	30	4
B. F.....	30	4
India.....	40	5
Ceylon.....	45	5
Gunpowder.....	35	4
Young Huen.....	30	4



The old way



The new way

## A man should not do the work a machine will do for him

A merchant, with all his troubles, should never do the work that a machine does better and quicker.

Our newest model National Cash Register makes the records which a merchant needs to control his business. It does fifteen necessary things in three seconds.

Without the register a man cannot do these things in half an hour.

With the register, even a new clerk can do them just by pressing the keys.

Our new electric machines are as much better than old machines as an up-to-date harvester is ahead of a sickle for cutting grain.

The latest model National Cash Register is a great help to merchants and clerks.

It pays for itself out of what it saves.

### Merchants need National Cash Registers now more than ever before

FILL OUT THE COUPON AND MAIL TODAY

Dept. 11806, The National Cash Register Company, Dayton, Ohio.

Please give me full particulars about the up-to-date N. C. R. System for my kind of business.

Name \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

## U. S. GOVERNMENT PROCLAMATION TO MERCHANTS

**T**HE Government on September 12, under the new Selective Service law, calls for the registration of every male in the United States between the ages of 18 and 45 (both inclusive), unless previously registered. There will be no valid excuse for failure to register. Imprisonment is the only penalty for default.

The Government, therefore, appeals to you as an employer and leader in your Community to do your utmost to inspire every man of 18 to 45 in your employ to present himself at his local board for registration

on September 12.

There are many ways you can help in this essential work before the day of registration by the proclamation of this fact:

**Every Man** between 18 and 45 (both inclusive), unless previously registered, must register win the war **ON SEPTEMBER 12th.**

Exercise your resources of ingenuity and originality in proclaiming this message broadcast.

Not every man will be called to military service, only those who are properly assigned to Class I will be selected. But every male of the specified ages must register.

For the cause of Liberty, Democracy and Humanity

your Government calls on you to immediately devote every possible effort and energy to this most vital work, that we may quickly win the war.

Not an hour is to be lost. Start at once.

Signed: E. H. CROWDER,

Provost Marshal General

Approved: NEWTON D. BAKER,  
Secretary of War



Contributed through  
Division of Advertising



United States Gov't Com-  
on Public Information

*This space contributed for the Winning of the War by*  
**THE TEA AND COFFEE TRADE JOURNAL COMPANY**

**The Quality**

IN

granulated, cubes, confectioners  
and soft sugars.

**The sugar which makes  
satisfied customers**

**WARNER SUGAR REFINING CO.**

Offices: 79 Wall St., N. Y. C. Refinery: Edgewater, N. J.

**Warner's  
PURE CANE  
SUGAR**

**Warner's**

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

## The Premium De Luxe

Hundreds of the liveliest Coffee Roasters and Wholesale Grocers have

### REVOLUTIONIZED THEIR SALES

by using **Saxon Chinaware**—"the premium with no back-fire." We have new and up-to-date plans consistent with all rulings and statutes.

We can help you—will you let us?

Write Today.

THE  
SAXON CHINA CO.  
SEBRING, OHIO



## Patriotic Premium



Everyone wants a set of these Tumblers and for premium, souvenir or regular selling purposes, it is a winner of great magnitude. Write us for quantity prices, naming quantity desired.

The United States emblem is burnt into the glass, guaranteed to remain forever.

Sample box of six by mail. 75 cents

Made by

BONITA ART COMPANY  
WHEELING, W. VA.  
"The House of New Ideas."

## Protect Your Trade Marks and Your Trade Marks will Protect You.

For all information and services relating to Trade Marks, Write

TRADE MARK TITLE CO.  
Ft. Wayne, Ind.

## JAPANESE

Chinaware—Dinnerware—Toys

Dry Goods—Novelties—Art Goods

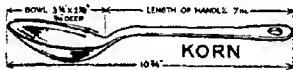
General Oriental Merchandise  
FOR PREMIUM PURPOSES  
IMMEDIATE DELIVERY OR IMPORT

**TAKITO, OGAWA & CO.**

NEW YORK CHICAGO  
101 Fifth Avenue 325 W. Madison Street  
—CATALOG UPON REQUEST—

## Good Merchandising

Is selling QUICK at a PROFIT,  
DON'T ask price—ORDER.  
Half Dozen to a Gross.  
If not SATISFACTORY—return.



25c item

If your Jobber cannot furnish—  
order direct.  
GOOD for PREMIUM or SPECIAL Sale.

*The*  
**BUCKEYE ALUMINUM CO.**

Manufacturers of "REAL SOLID"  
Aluminum Cooking Utensils.

**WOOSTER, OHIO**

## STEINFELD MARK FOOD CHOPPER

Housewives are now seeking aids to conservation. The "Steinfeld" Food Chopper appeals because it enables them to use left overs and make many economical and tempting dishes. It is

### THE MOST ATTRACTIVE AND TIMELY PREMIUM FOR THE HOUSEWIFE

It is entirely different from all other food cutting machines.

The most important improvement is its Simple Construction.  
No Knives to Clean  
No Knives to Sharpen  
No Knives to Lose

It Consists of Two Simple Parts

It sharpens itself and is regulated to chop all kinds of food either Coarse, Medium or Fine by the simple adjustment of a small thumb-screw. Easily cleaned, therefore Absolutely Sanitary. A premium with a known market value.

A NECESSITY FOR MODERN KITCHEN ECONOMY



Let us send you particulars and prices.

STEINFELD BROTHERS, 116-120 West 32nd St.  
New York



# What you can next Liberty Loan

*Read this carefully—then ACT*

**T**HE three Liberty Loan issues already successfully floated have been put over by the win-the-war spirit of the American people.

In connection with the great work of awakening and quickening to action the spirit of war sacrifice which has been the greatest factor in the success of Liberty Loans it would be impossible to put too high a valuation on the splendid voluntary work of American business men, bankers, labor leaders, and moulders of thought in all professions and occupations.

The very success of this volunteer leadership in creating enthusiasm has shown the desirability of organized methods for increasing its usefulness. And particularly to suggest to those leaders who feel that their circle of action is relatively small the enormous amount of good they can do as a whole *if each no matter how small or great (relatively) his sphere may be, will act with enthusiasm and system.* The great factory or store, society or club, church, or other organization with, say 5000 employees, members, or audience, does a great work in "selling" the Liberty Loan idea to such an aggregation. But that work is fully matched in aggregate importance by a hundred such institutions whose average payroll, membership, or audience, comprises only fifty persons each.

The nation has much other work to do. The Liberty Loan drives are necessarily carried through largely by volunteer work. In consequence they must be limited to specific brief periods for the actual subscription to the bonds.

**T**HESE brief sharp campaigns have the advantage of building up white-hot waves of enthusiasm, but it is extremely difficult in such periods to secure close contact with *all* the wage-earning and money-making units of the public and especially to bring home personally to each individual the important serious personal relation

which he or she should have to the war and to the successful financing of it.

To the accomplishment of that great end it is now proposed that the leaders of thought and action in America and especially the *employers of labor*, great and small, whether in store or factory, whether engaged in production or distribution,

**hold a meeting of your employees shortly previous to the Fourth Loan campaign, not to take bond subscriptions but to arouse serious enthusiasm for the forthcoming Loan.**

**W**HERE organizations are small, as for example small stores, similar organizations in the same or related lines of business can be invited to participate in one meeting. As for example, all the grocers in a small city, or all those in a given section in a large city, might get together in one meeting. But it would be a grocers' meeting. In such cases it would usually be wise to keep related trades together.

Whether the audience be great or small, every effort should be made to "stage" the meetings effectively, to make them interesting and instructive and above all to give *employees themselves* an opportunity to speak, to discuss, to suggest, to enthuse their fellow employees.

It is not essential that such meetings be called Liberty Loan meetings—they would better be announced as "Win-the-War" meetings, and above all it should be made clear that no attempt will be made at these meetings to secure or accept subscriptions for Bonds or money for any purpose

**"Win-the-War" Meetings need not be limited to gatherings of employees. They can be equally effective if organized as "town meetings"—or by clubs, societies, churches, lodges or similar institutions. Leadership, organization, and a definite program will work wonders.**

# do NOW to help the

whatever—but in all the speaking and discussion attention should be largely devoted to the forthcoming Loan.

The Fourth Liberty Loan Campaign will begin on September 28th.

All of the preliminary meetings should be held not earlier than September 10th and not later than September 25th, unless there are special circumstances which would make an earlier or later meeting expedient.

**T**HE LIBERTY LOAN BUREAU has prepared a booklet setting forth "Suggested Programs for Meetings to Prepare for the Fourth Liberty Loan."

They have asked us as publishers of a business paper to bring this suggestion for patriotic service to the attention of our readers and to urge its hearty adoption by all stores, factories, employers of labor in any capacity, societies, clubs or organizations of any kind who can arrange such meetings.

We have been furnished with copies of the booklet giving "Programs for 'Win-the-War' Meetings"—and will send a copy promptly to anyone signing the coupon below and mailing it to us. The signing of the coupon is your pledge to hold such a meeting either of your employees or of some similar group which you can bring together

previous to the Fourth Liberty Loan Campaign and your pledge when received will be turned over to the Liberty Loan Bureau and officially acknowledged.

Such meetings organized in the "Win-the-War" spirit will not only help tremendously to insure 1 per cent subscriptions to the Fourth Liberty Loan among employees of industrial and commercial concerns, they will do more than almost any other one thing could to develop among all ranks of the public the stern spirit of sacrifice and the necessity for loyal, constant, steady service of each and every one in the great national work of victory for the cause of Liberty and Democracy.

They will serve to educate and make clear to all the vitally important way in which work and sacrifice here in our midst help and sustains the work of our fighting men "over there."

This is an opportunity for every American business man to do a great and helpful work for the Fourth Liberty Loan and one which will help win the war.

There is plenty of time for efficient action. There is no time to lose in preparing for that action.

**The Tea and Coffee Trade Journal,  
79 Wall Street, New York City**

**Sign the Coupon  
Mail it to**

**The Tea and Coffee  
Trade Journal**

**79 Wall St., New York City**

**Get the Book  
Hold Your Meeting  
and  
make it a  
"hummer"**

This space contributed to the winning of the war by  
THE TEA AND COFFEE TRADE JOURNAL

I pledge myself to organize and hold a "Win-the-War" meeting previous to the opening of the Fourth Liberty Loan Campaign in order to help float the Loan.

Send me ☐ copy of Liberty Loan Committee Booklet giving suggestions for Programs for such meetings.

Signature.....

Position or Title.....

\*Firm.....

Street No.....

City.....

Date.....

\* If a Society, Club or similar organization give name here.

† If more than one copy is desired state number.

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## INDEX TO ADVERTISERS

PAGE	PAGE
Amhrosia Chocolate Co. .... 208	Landers, Frary & Clark ..... 271
American Can Co. .... 257	Langston Co., Samuel M. .... 259
American Sugar Refining Co. .... 277	Laurel Mfg. Co. .... 208
Arbuckle Bros. .... 271	Levy's Sons, M. .... 207
Atchibald & Lewis Co. .... 256	Limoges China Co., The ..... 252
Arkell Safety Bag Co. .... 211	Livierato-Kidde Co. .... inside front cover
Aron, J., & Co., Inc. .... 205	Loose-Wiles Biscuit Co. .... 279
Baker, Walter, & Co., Ltd. .... 279	Manhattan Baking Powder Co. .... 256
Barrett, M. L., & Co. .... 210	Merchants Coffee Co. of New Orleans, La. .... 277
Jonita Art Co. .... 285	Mitsui & Co., Ltd. .... 202
Buckeye Aluminum Co. .... 285	Müller, E. B., & Co. .... 208
Burns, Jabez, & Sons. .... 196, 197	National Cash Register Co. .... 283
Bush & Co., W. J. .... 210	National Packaging Machinery Co. .... outside back cover
Canister Company of N. J. .... 255	National Paper Can Co. .... 259
Carter, Macy & Co. .... 203	National Urn Bag Co. .... 208
Chris, Antoine, Co. .... 211	Old Dutch Mills. .... inside front cover
Cogollo & Co. .... 206	Peck & Co., Ltd., Francis. .... 207
Coles Manufacturing Co. .... 273	Pneumatic Scale Corporation, Ltd. .... 199
Commonwealth Coffee Co. .... 276	Produce & Warrant Co. .... 266
Continental Paper Bag Co. .... inside back cover	Provident Chemical Works. .... 254
Dannemiller Coffee Co. .... 260	Reeve & Van Riper. .... 208
De Cordova, Charles. .... 266	Ritchie & Co., W. C. .... 261
Decr, The A. J., Co. .... 212	Rowley, Davies & Co. .... 267
Diamond State Fibre Co. .... 261	Royal & Co., Thomas M. .... 200
Dittmann, Charles, Co. .... 209	Russell & Co. .... 210
Dwinnell-Wright Co. .... outside back cover	Saklat & Co., A. H. .... 209
Edtbauer & Co., E. .... 200	Sauer, C. F., Co., The. .... 274
Empire Hardware Co. .... 272	Saxon China Co. .... 285
Eppens, Smith Co. .... 264	Schonbrunn, S. A., & Co. .... 280
Fischer & Co., B. .... 258	Sealright Co., Inc. .... 263
Foreign & Home Products Corp. .... 206	Shredded Wheat Co. .... 269
Foulds-Briggs Co. .... 278	Sociedade Portuguesa Importadora and Exportadora Lda. .... 209
Franck Sons, Henry, Inc. .... 210	Steinfeld Brothers. .... 285
Franklin Sugar Refining Co. .... 281	Takito, Ogawa & Co. .... 285
General Can Co. .... 262	Temple Garden Co. .... 209
Grace, W. R., & Co. .... 204	Thurston & Braidich. .... 211
Hillis Cereal Mfg. Co. .... 211	Trade Mark Title Co. .... 285
Hills Bros. Co. .... 275	"Transmarina" Handelsmaatschappij, Inr. .... 265
Hooton Cocoa Co. .... 210	Tricolator Co., The. .... 280
Hunt & Co. .... 209	Union Bag & Paper Corp. .... 258
Huntley Mfg. Co. .... 198	Vulcan Trading Corporation. .... 207
International Coffee Co. .... outside back cover	Wabash Baking Powder Co. .... 210
Irwin-Harrisons & Crosfield, Inc. .... 267	Warner Macaroni Company. .... 280
Jaburg Brothers. .... 277	Warner Sugar Refining Co. .... 284
Jardine, Matheson & Co., Ltd. .... 209	Washington, G., Coffee Sales Co. .... 280
Java-Holland-America Trading Co. .... 209	Weir, Ross W., & Co., Inc. .... 269
Johnson Automatic Sealer Co., Ltd. .... 201	Weis Fibre Container Co. .... 263
Kaffee Hag Corporation. .... 280	Wiemann, Geo. F., Co. .... 280
Kalamazoo Vegetable Parchment Co. .... 263	Wolverine Spice Co. .... 281
Kellogg Corn Flake Co. .... 273	Woolson Spice Co. .... 279
Knox Gelatine Co., Inc., Chas. B. .... 279	
Lambert Machine Co. .... 194, 195	

# THE TEA AND COFFEE TRADE JOURNAL

Contents for October, 1918

Volume XXXV

Number 4

WHO'S WHO IN THE TRADE. Frontispiece.....	315	THE TRADE'S ROLL OF HONOR.....	340
<i>An Appreciation of Stephen H. Dorr, president of the New York Coffee and Sugar Exchange.</i>		A GREETING TO THE BOYS.....	341
COFFEES OF THE DUTCH EAST INDIES.....	317	<i>By H. H. Aborn.</i>	
<i>No. 1—Coffee Arabica and Allied Species.</i>		WAR GOSSIP IN FRONT STREET.....	342
<i>By Dr. P. J. S. Cramer.</i>		HOW TO HELP WIN THE WAR.....	343
<i>Illustrated.</i>		LIBERTY BOND SALES PLANS.....	343
CACAO IN HAWAII.....	322	INDIA GIVES TEA TO RED CROSS.....	344
BRAZIL'S COFFEE TRADE TODAY.....	323	PRACTICE PAPER ECONOMY.....	344
<i>By W. Morrison Patterson.</i>		EDITORIALS.....	346
"ENGLISH BREAKFAST TEA".....	324	<i>The Trade's Most Important Duty—On a Request from the War Industries Board—Where Government Coffee Controls Heading—One Way to Avoid Coffee Rationing—Uncle Sam. Coffee Benefactor—What Is English Breakfast Tea—The Logical Substitute for the Saloon.</i>	
ENGLAND'S 1918 TEA PROBLEMS.....	325	THE WAGON DISTRIBUTERS' CONVENTION.....	351
INDIA'S TEA CHEST INDUSTRY.....	325	<i>Proceedings in Detail—The Social Program—Sketch of the New President, C. A. Smith—The Exhibits—Those Who Attended.</i>	
<i>By Lucien Memminger.</i>		<i>Illustrated.</i>	
VENEZUELA'S COFFEE SITUATION.....	326	MISCELLANEOUS TRADE NEWS.....	358
SMALLER COFFEE IMPORTS PLANNED.....	326	A NEW COFFEE ASSOCIATION.....	358
• COFFEE, COCOA, ETC., FOR DENMARK.....	326	A NEW SOLUBLE COFFEE COMPANY.....	358
WHY JAPAN TEAS ARE INFERIOR.....	327	AN ALLIANCE TO SUPPRESS FRAUDS.....	358
THE AMERICAN ARMY'S COFFEE.....	327	U. S. TAKES CHICORY PLANT.....	358
TIN CANS TABOOED.....	327	MAINLY ABOUT PEOPLE.....	360
THOSE ARMY COFFEE ROASTERS.....	329	<i>Ross W. Weir—Carl Brand—E. H. O'Brien—Julius Schotten—Out-Of-Town Visitors.</i>	
QUESTIONNAIRES FOR CACAO TRADE.....	329	OBITUARY.....	360
THE ARMY'S SOLUBLE COFFEE.....	329	<i>Solomon I. Cohn—Theodore Southard.</i>	
MORE PROFITS FOR ROASTERS.....	329	GERMANS SEIZE U. S. COFFEE FIRMS.....	360
CHICORY CROP PROSPECTS.....	330	MARKETS OF THE WORLD.....	362
LIBERTY BONDS IN NEW YORK.....	330	OUR LONDON LETTER.....	362
BENEVOLENT VALORIZATION.....	331	WAR HITS FOOCOW TEA TRADE.....	364
"M & J" COFFEE BRAND PROHIBITED.....	331	FORMOSA'S TEA TRADE LAST YEAR.....	364
GAS ROASTING TO SAVE COAL.....	331	JAMAICA'S COFFEE EXPORTS BIGGER.....	364
COFFEE PROPAGANDA OFFICE IN N. Y.....	331	OUR BRAZIL LETTER.....	366
COFFEE ROASTERS TO CONVENE.....	332	GUADELOUPE'S CACAO PROSPECTS.....	366
THE ARMY'S TEA NEEDS.....	332	STANDARD GRADES FOR PEANUTS.....	366
JAVA AND SUMATRA TEAS.....	332	DOMINICAN CACAO CROP SMALL.....	366
MUSIC FOR THE NAVY.....	332	CANADA IMPORTING COFFEE DIRECT.....	366
COFFEE EXCHANGE PRESIDENT OUT.....	332	NEW ORLEANS LETTER.....	368
COFFEE RULE CHANGED.....	333	CHICAGO NEWS LETTER.....	370
NEW COFFEE IMPORT RULE.....	333	NEW YORK MARKETS.....	372
A CRITICISM OF TEA RATIONING.....	333	STORAGE FOR TEA, COFFEE, ETC.....	374
NAVY AWARDS TEA CONTRACTS.....	333	SALIENT TRADE NOTES.....	374
YOUTH AND THE LURE OF COFFEE.....	334	THE PRACTICAL RETAIL GROCER.....	380
PRIORITY OF COFFEE.....	334	WAR-TIME ACCOUNTING.....	380
AUSTRALIA LIMITS TEA IMPORTS.....	334	<i>By Daniel C. Roper.</i>	
SPICES AND EXTRACTS.....	335	TEA NOTES FOR RETAILERS.....	382
NEW SPICE SECTION APPROVED.....	335	<i>By H. L. McLean.</i>	
EXTRACT MAKERS' TROUBLES.....	335	GROCERS' MAN-POWER PROBLEMS.....	382
SPICE PRICES IN CANADA.....	336	A NEW CORN PRODUCT.....	384
GUADELOUPE'S VANILLA CROP.....	336	FOOD CONSERVATION DIGEST.....	384
ESSENTIAL OIL REAPPRAISEMENT.....	336	<i>An Open Letter to Clerks—Take the Long View—Food Stickers for Windshields—Commissions on Butter—Kansas Nails Falschhood—Food Value of Corn Sirup.</i>	
NEW YORK SPICES UNIFORMLY GOOD.....	336	SYSTEM AND SALESMANSHIP.....	388
GROCERY TRADE DIGEST.....	337	GINGER SALES TALKS.....	388
PATENTS AND TRADE MARKS.....	338	<i>By Wesley Williams.</i>	
PATENT OFFICE RECORD.....	338	CLASSIFIED WANT ADVERTISEMENTS.....	390
<i>Illustrated.</i>		PRICES CURRENT.....	392
<i>Patents Granted, Trade Mark Applications, Certificates Issued.</i>			
FOR OUR BOYS OVERSEAS.....	340		
MEN OF BLOOD AND MIRE.....	340		
<i>By Donald M. Henderson.</i>			
"INDUCTED INTO SERVICE".....	340		

INDEX TO ADVERTISERS WILL BE FOUND ON PAGE 400

THE TEA AND COFFEE TRADE JOURNAL, published monthly at 79 Wall Street, New York. Terms of subscription \$2.00 a year, postage prepaid, in the United States and Possessions; \$2.25 per year in Canada; \$2.50 in all foreign countries. Single copies 25 cents. Remit by money order or draft. Entered as second class matter January 30, 1905, at the post office at New York, under the Act of Congress of March 3, 1879. Copyright, 1918, by THE TEA AND COFFEE TRADE JOURNAL COMPANY.

# "Carry On"



THE fighting slogan in France, gathering inspiration and significance as the conflict grows more violent and more desperate, is "Carry On." On land, on sea, in the air, it rings sharp and clear.

Into the front line trenches comes the signal to charge. The company commander swings "over the top." At his heels, pushing and stumbling through the hell of "No Man's Land," come the boys. They gain a yard, five, ten, and the machine guns speak. The commander falls, but over his shoulder, above the din of battle, he shouts, "Carry On, Lieutenant!" So on and on, till every officer falls, and the grizzled old Sergeant sets his teeth and takes what's left of them on to victory.

**"Carry On"** must be our slogan here at home. We must **"Carry On"** to the utmost limit of our ability, to the last dollar of our resources, till **Victory is Won**. Let us stand shoulder to shoulder—**buy all the Liberty Bonds we can**. Let us **keep our Bonds and save to buy more**.

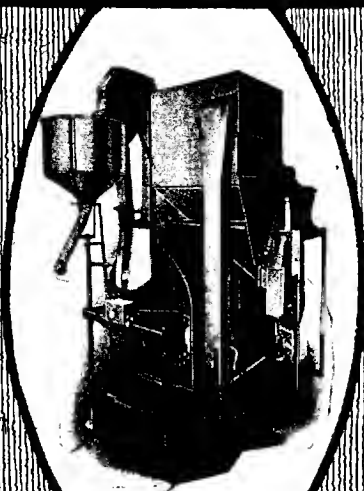
## "Carry On" Buy Liberty Bonds!

*This Space Subscribed to Winning the War by*  
LAMBERT MACHINE CO., MARSHALL, MICH.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL.

# LAMBERT

*"The Line That Excels"*



Class E—Electric Coffee  
Roasting Outfit

## *The Lambert Electric Coffee Roaster*

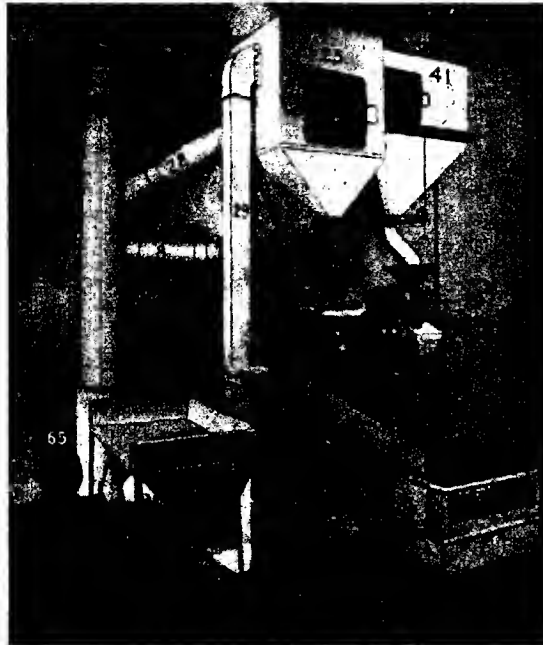
The Lambert coffee roaster excels because it is the pioneer indirect flame (underneath) gas roaster. Because it is the most compact, self-contained, two bag roaster on the market. Because it requires the minimum of power for operation. Because it is easily installed. Because it is substantially constructed.

A complete outfit designed for coffee, peanuts, cocoa beans, cereals, etc., comprising roaster, cooling apparatus, elevator, feed hopper, electric motor, with geared connections and gas attachments; also stoning and chaffing attachments for coffee. Built in two standard sizes—three hundred pounds and two hundred pounds capacity.

Plans for larger plants prepared on application. Ask for catalog of complete line.

**Lambert Machine Co., Marshall, Mich.**

## Our New "Karoma" Coffee Roasting Outfit



A wonderfully compact and convenient equipment for one-story installation, to roast 2 bags at a time. No overhead support is required, unless for the outlet pipe which must be carried from the fan.

Branch suctions, all regulated by handy gates, connect the fan with the cooler box, stoner hopper, roaster smoke pipe, and with the air lift by which dumped green coffee is carried above the roaster.

The roaster gearing is belted to the fan, so one power connection to the fan drives the whole outfit. When there is also a grinder, as in the cut, this has a separate motor.

**JABEZ BURNS & SONS**  **11<sup>th</sup> AVE. & 43<sup>rd</sup> ST. NEW YORK**

## Liberty-Bond Patriotism

The war cannot be ended soon and ended right without the speedy massing of overwhelming physical force against an enemy who recognizes no other kind of supreme righteousness.

The fighting strength of America has already been demonstrated. More and more of the same sort of help will make the Allies surely and completely victorious.

Bond issues are a necessary detail of quick and effective American action, as directed by the appointed authorities of our democratic government; and the peril of our boys at the front is increased if we fail to lend quickly all the resources we can day-by-day make available by hard work and scrupulous saving.

Think this out clearly before deciding that you have invested "all you can" in Liberty bonds. Prodigies of valor at the front should be matched here by un-dreamed-of capacity for earning and saving.



JABEZ BURNS & SONS



11<sup>TH</sup> AVE. & 43<sup>RD</sup> ST. NEW YORK



## Fuel Administrator Requests That Gas Be Used For Coffee Roasting

The Conservation Department of the U. S. Fuel Administration for Illinois has requested certain coffee roasters to substitute gas for coal. Two large Chicago Roasters have already taken this step. Many others are voluntarily changing from coal to gas.

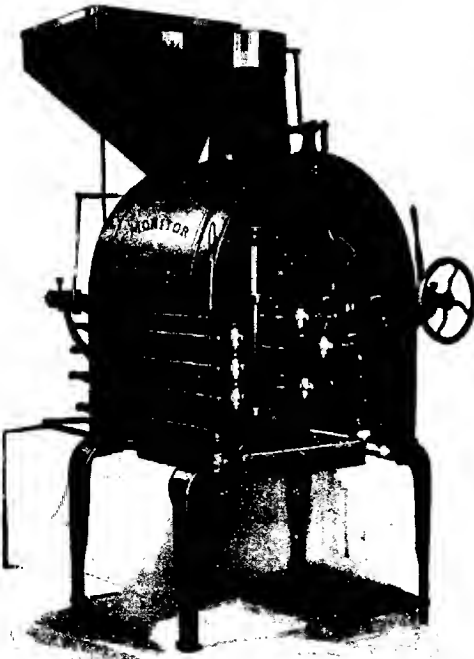
This movement may become nation wide, in the interests of coal conservation.

As pioneer manufacturers of gas roasters, we offer our services to the trade in this emergency.

Put your problem up to us. Years of experience with gas roasting machines enable us to guide you aright in the changing of your roasting room equipment.

Do not be caught un-awares. The gas roaster makes you independent of the coal problem. Roast the modern and efficient way—with gas.

Write for our catalogue No. 54.



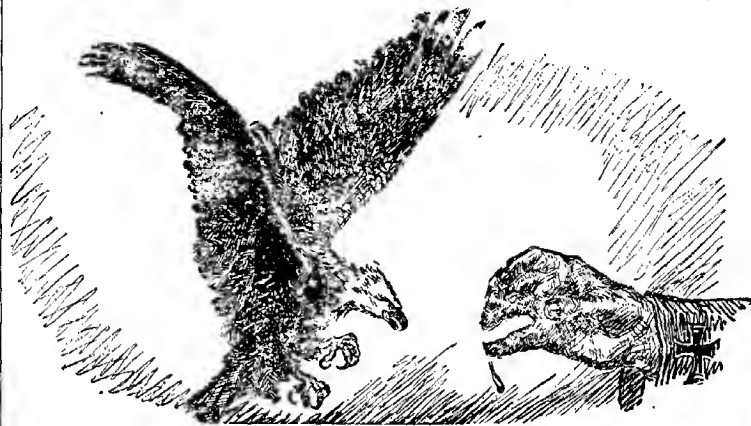
The "MONITOR" GAS COFFEE ROASTER.  
The Best and Most Dependable Factory Roaster Made.

**HUNTLEY MFG. CO.**  
Factory and Main Office  
Silver Creek, N. Y.

New York City  
121 Front Street

Chicago  
310 Traders Building

Minneapolis, Minn.  
218 Iron Exchange



## Whose Fight?

**T**HREE MILLION MEN—half of them in France—many more in training.

*But is this all their fight?*

It takes ten men at work to keep one fighting man at the front.

It takes millions of dollars just to keep this army fed. It costs thousands of dollars every time one battery of big guns lays down a barrage.

Is it any wonder then, that the United States is spending at the rate of *fifty millions of dollars a day* in war and war plans? And with that grand total as the interest on a far vaster principal, which must support this colossal cost or all this task will have been in vain, whose fight do you think this is?

The man's in the trench? The fellow's on the supply-train? The chap's on the gunner's deck?

*No, it is yours!*

It is *your* fight, Mr. Manufacturer—*yours*, Mr. Merchant—*yours*, Mr. Mechanic—*yours*, Mr. Worker. This fight is yours, all of you who are left behind, as much or even more than it is the man's in the trench.

The Fourth Liberty Loan will show the value *you* place on the heritage of liberty, which three million men have taken up arms to defend *for you* to-day.

Take care when you sign that subscription blank for Liberty Bonds that the amount you set squares as nearly as it can with all your heart acknowledges this heritage to be worth to you.

## Buy United States Government Bonds OF THE FOURTH LIBERTY LOAN

*This Space Contributed to Winning the War by*  
PNEUMATIC SCALE CORPORATION, Ltd.  
NORFOLK DOWNS, MASS.

NEW YORK

CHICAGO

KANSAS CITY

TORONTO, ONT.

W. & C. PANTIN, 147 UPPER THAMES STREET, LONDON, ENG.

# An Advertisement by George Washington



"IN THIS state of absolute freedom and perfect security, where is the man to be found who wishes to remain indebted for the defense of his own person and property to the exertions, the travesty and the blood of others, without making one generous effort to repay the debt of honor and gratitude?"

"GEORGE WASHINGTON"

From a circular letter addressed to the governors of all the states on the disbanding of the Continental Army, June 8, 1783.

**Pay your debt to Pershing's Men  
Buy Liberty Bonds to your utmost**

*This Space Contributed to the Winning of the War by*  
**STEINWENDER-STOFFREGEN COFFEE CO.**  
St. Louis, Mo.



## PRODUCE & WARRANT COMPANY, Inc.

(New York Agency)

78-80 Wall Street

433 Gravier Street

New York

New Orleans

***Export and Import Commission***

***Merchants***

**COFFEES** ALL VARIETIES

**COCOA, RICE, BEANS, SUGAR** and other  
North, Central and South American Products

**Sole North American Agents for Companhia Leme Ferreira, S. A. Santos**

**Sole New Orleans Agents for Villas, Boas & Co., Santos**

**HEAD OFFICE: ANTWERP, BELGIUM**

**Branches: Amsterdam, Holland. Rio de Janeiro, Santos, Bahia, Brazil. Genoa and Milano, Italy. London, Eng. San Salvador, C. A. Havana, Cuba. Kingston, Jamaica**

**And represented in all the principal markets of the world.**

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



On that line of white stone houses on the south bank of the river the American machine gunners, after a thirty-hour ride in camions from another part of France, placed their tools of war and held for thirteen hours against the mad rushes of the oncoming Germans to get across the river

## “The Relics of Chateau-Thierry”

After that memorable battle, visitors went to the building back of the lines which served as a hospital. It held the American wounded who had survived that pitiless thirteen hours of beating back the Hun at Chateau-Thierry.

With the same unconquerable boyishness that is laughing its way into the hearts of all civilized Europe, these heroic young soldiers had tacked upon the door of their hospital this sign: “Relics of Chateau-Thierry—Admission Free—English Spoken.”

Fighting until they are shot down, protesting as they are carried off the field, laughing while they suffer and giving with their last breath, these are the boys we are buying Liberty Bonds to help.

It seems unfitting that we should remind ourselves that we are only lending, that we are benefiting ourselves with every Bond we buy. The very least that we can do is to lend to the utmost.

G. Washington's Refined Coffee was in the trenches at Chateau-Thierry where it helped sustain our brave fighting men. The entire output of this coffee is now being used in the trenches by the American army abroad.

G. Washington's Refined Coffee is thus contributing its modest part toward the winning of the war. It proposes to stay in the war until a victorious peace has been signed.

Preserve the splendid Relics of Chateau-Thierry. They're too precious to be lost to the world through German frightfulness.

## “Lend—the Way They Fight”

*Contributed to the Winning of the War by*

G. WASHINGTON SALES CO., INC.

BUSH TERMINAL

NEW YORK CITY



## They Fight With Their Whole Souls

You are reading every day of our boys over there—of Pershing's divisions charging into the blasting fire of the Boche trenches; of small detachments smashing their way from house to house through ruined villages; of single-handed deeds of sacrifice and valor.

One thought, one impulse only fills their souls—to *fight and keep on fighting*, until the war is won.

They know that all America is back of them; they know that they can count on us at home to send them all the guns and supplies they need to win.

*There is only one way we can do it. All of us must work and save and buy Liberty Bonds, with our whole souls, the way our men are fighting over there!*

No less will win. There is no other way to provide the money the Government must have. No other standard can make the Fourth Liberty Loan a Success.

## Lend the Way they Fight-- Buy Bonds to your utmost

*This Space Contributed to the Winning of the War by*

M. LEVY'S SONS

COFFEE IMPORTERS

436 GRAVIER ST.

NEW ORLEANS



## "Force, to the Utmost"

That plunging squadron of German Cavalry, expecting to carry all before it in one mad rush, learned to the full, from a little body of American troops, the meaning of the President's words. Force, greater even than the military rulers of Germany can imagine—the overwhelming, irresistible force of a great, free Nation aroused to fight for its Liberty and the Liberty of the World.

## "Force to the Utmost"

Men by the Million! Shot, shell, guns, airplanes, tanks, ships—anything and everything required to drive home the meaning of the President's words to make plain, to the authors of the war, the fact that with such force, of men and of spirit, we must inevitably win.

*Are YOU adding every ounce you can to the force behind our fighting men—the force we must exert to win the war?*

## Lend the Way They Fight —Buy Bonds to Your Utmost

*This Space Contributed to Winning the War by*

CHARLES F. BLAKE

Importer and Jobber of Coffee

102 FRONT STREET, NEW YORK

## "This Is the Last of Wars"

'Coming in splendor thro' the Golden Gate  
Of all the days, swift passing, one by one,  
Oh, Silent Planet, thou hast gazed upon  
How many harvestings, dispassionate?  
Across the many-furrowed fields of fate,  
Wrapt in the mantle of oblivion,  
The old, gray, wrinkled husbandman has gone  
Sowing and reaping, lone and desolate—  
The blare of trumpets, rattle of the drum,  
Disturb him not at all—he sees,  
Between the hedges of the centuries,  
A thousand phantom armies go and come,  
While Reason whispers as each marches past,  
"This is the last of wars,—this is the last!"

LIEUT. GILBERT WATERHOUSE.

(Wounded and missing July 1, 1916)

**MAKE** it the last! Save every dollar you can and dig deep into the work of war. Pour out your resources—hold back no single dollar that can help make the victory FINAL. Make this **"The Last of Wars!"**

**Buy Bonds to Your Utmost!**

*This Space Contributed to Winning the War by*

SORENSEN & NIELSEN

167 MAIDEN LANE,

NEW YORK



# COGOLLO

The mark of one of the highest Grade  
Coffees Grown in Colombia, S. A.

A coffee noted for its mild<sup>o</sup> and delicious flavor and unsurpassed fragrancy. Grown in fertile soil and cultivated in accordance with the latest methods. Carefully picked, hulled, selected and stored under sanitary conditions.

Whether you buy "Cogollo Lavado," "Cogollo Selecto" or "Cogollo Especial" you are certain of getting a coffee of uniform quality, a coffee that will add character to your blends—one that will build your coffee trade.

For full particulars apply to M. Duran, 11 Wall St., New York.

ORDER BY THE NAME "COGOLLO"

Buy by the name  
"Cogollo"

COGOLLO & CO. Rep. of  
Cucuta Coffee Planters Colombia,  
S. A.

If everybody in this country said

"I'd like to buy more Liberty Bonds, but—"

Who would  
win this war?



Buy bonds to your utmost

Contributed to the Winning of the War by

THE FOREIGN AND HOME PRODUCTS CORPORATION

93 Front Street, New York City

**FOURTH LIBERTY LOAN**  
**BONDS WIN BATTLES—BUY MORE BONDS**

*Contributed to the Winning of the War by*  
**CARTER, MACY & CO., Inc.**  
MAIN OFFICES, 140-142 PEARL STREET, NEW YORK



**VULCAN TRADING CORPORATION**  
**120 BROADWAY NEW YORK**

**IMPORTERS  
 OF**

**COFFEES, COCOAS,  
 SPICES**

**CORRESPONDENCE SOLICITED**



**A Soldier Facing Death For You**

Somewhere in France today, at this very minute, there is a soldier looking straight into the face of death.

He is doing this for **YOU**.

By night and day, in storm, in rain, in cold and gloom, facing a hundred deaths he never hesitates a minute but does his duty without a thought of hesitation and without a thought of reward.

**WHAT ARE YOU DOING FOR HIM TODAY?**

When you think of that man don't you want to do something to prove that you appreciate what he is doing for you?

Of course you do. Then act on your desires and buy **LIBERTY BONDS** which will help to safeguard him and to bring him back home.

After **YOU** have bought all you can tell your friends to do the same.

**BUY LIBERTY BONDS TODAY  
 ANY BANK WILL HELP YOU**

*This Space Contributed to Winning the War by*

**WESTFELDT BROTHERS  
 NEW ORLEANS, LA.**



## The Boy From Next Door

**Y**OU used to see him swing gaily down the street, radiant with the vigor of his sturdy young manhood. One day he came home in khaki; then his father told you, with mingled pride and foreboding, that he had "gone across" with his regiment.

Yesterday his name was on the casualty list—"slightly wounded"—and your face grew grave as you thought of the sorrow and suspense of his father and mother.

From every city street, every village, every community, the boy next door has gone to war.

Think of these thousands of splendid young Americans, reared in comfort, peace, and security, now suddenly plunged into that roaring inferno of battle with the hardened hordes of a desperately determined foe.

### *What are you doing to help them?*

What are you doing to arm and protect them, and bring them home in safety? Have you bought Liberty Bonds? Have you bought all you possibly can?

Has it occurred to you that one more Bond, bought with a little additional effort, may save the life of the boy from the next door?

## Buy Another Bond!

*This Space Subscribed to Winning the War by*  
TETLEY'S TEA CO., 110 Franklin Street, New York

## Jardine, Matheson & Co., LIMITED

Importers of all classes of tea, including

# CEYLONS, INDIAS and JAVAS

63 Wall Street, New York

## HUNT & CO.

The Oldest Japan Tea Exporting House  
in the Orient

# JAPAN TEA :: CHINA TEA

135 Front St., New York

CHICAGO MONTREAL  
326 W. Madison St. 3 St. Nicholas St.

Agencies in Important Cities

## BUSINESS WITH PORTUGAL

Specialty in

# Teas, Coffees and Cocoas

IMPORTERS AND EXPORTERS

SOCIEDADE PORTUGUESA IMPORTA-  
DORA AND EXPORTADORA Lda.  
(Portuguese Import and Export Co., Ltd.)

Head Office:

Rua dos Douradores, 83, LISBON

London Office: 63, Crutched Friars, E. C. 3

Agencies all over the world

## TEMPLE GARDEN BRAND



TEA  
COFFEE  
COCOA  
CHOCOLATE  
SPICES  
EXTRACTS

THE TEMPLE GARDEN CO., BOSTON

## Java-Holland-America Trading Company (Java-Holland-Amerika Handels Compagnie)

# Importers of Java Tea

AND OTHER DUTCH EAST INDIAN PRODUCE

ROTTERDAM

NEW YORK

JAVA

No. 8 BRIDGE STREET

Direct all correspondence to the New York Office

# GO "OVER THE TOP" FOR THE FOURTH TIME



BACK THE FIGHTING MEN  
WITH THE FIGHTING LOAN  
**BUY BONDS TO YOUR UTMOST**

Contributed to the Winning of the War by

A. H. SAKLAT & CO.

87 Front Street, New York

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



## “Something big enough to die for”

“I gave up everything to come here—my friends, my loved ones, my position, my future. But I am happier than I have ever been before in all my life. I can't explain why, exactly, but I think it is because at last I have found something big enough to die for.”

*(From the letter of an American soldier in France.)*

### Something big enough to die for!

Even at close range, surrounded on all sides by the intimate horrors of war, face to face with blood and wounds and suffering and death, choked and blinded by the smoke of battle, his vision of the eternal Rightness of the Cause is undimmed. The Liberty of the World is “big enough to die for.”

It is big enough to save for, and to lend for, big enough to buy Liberty Bonds for—to our very utmost!

## Buy! Buy till it hurts!

*Contributed to the Winning of the War by*

THOMAS J. LIPTON, Inc., 149 Franklin Street, New York City

## "Arksafe" Elastic Paper Linings

**FOR BAGS AND BARRELS**

Absolute protection to Coffee, Rice, Sugar  
and Spices.

Samples Upon Request

**Arkell Safety Bag Co.,**

CHICAGO

14 East Jackson Boulevard

NEW YORK

120 Broadway



### \*MORE PROFIT FROM YOUR COFFEE BUSINESS\*

35 years' experience in supplying the steady requirements of the largest coffee concerns enables HILLIS to turn out

**COFFEE SUBSTITUTES—COFFEE FILLERS**  
and **CHICORY SUBSTITUTES** suitable in **DRINK, ROAST** and **GRIND.**

For every purpose

HILLIS' PRODUCTS have been a continued source of revenue for all who use them. If interested, write for samples and prices.

**HILLIS CEREAL MFG. CO.**

Rodney & Ainslie Sts.

Brooklyn, N. Y.

## COCOA POWDER

UNDER DEALER'S BRANDS FOR WHOLESALE GROCERY AND SPECIALTY HOUSES—

In 1s, 1-2s, 1-4s, and 1-5s, packed under customer's labels, or under our own stock labels.  
All goods guaranteed under U. S. Serial No. 151.

### FOUNTAIN CHOCOLATE

IN BULK—Barrels—Kegs—Drums—Tins  
For Soda; Ice Cream; and Baking Trade. Both "Natural" and "Dutch Process" grades.

*Write us for samples and prices. State size used and quality needed. Address*

**HOOTON COCOA CO.,**

**NEWARK, N. J.**

## CHICORY

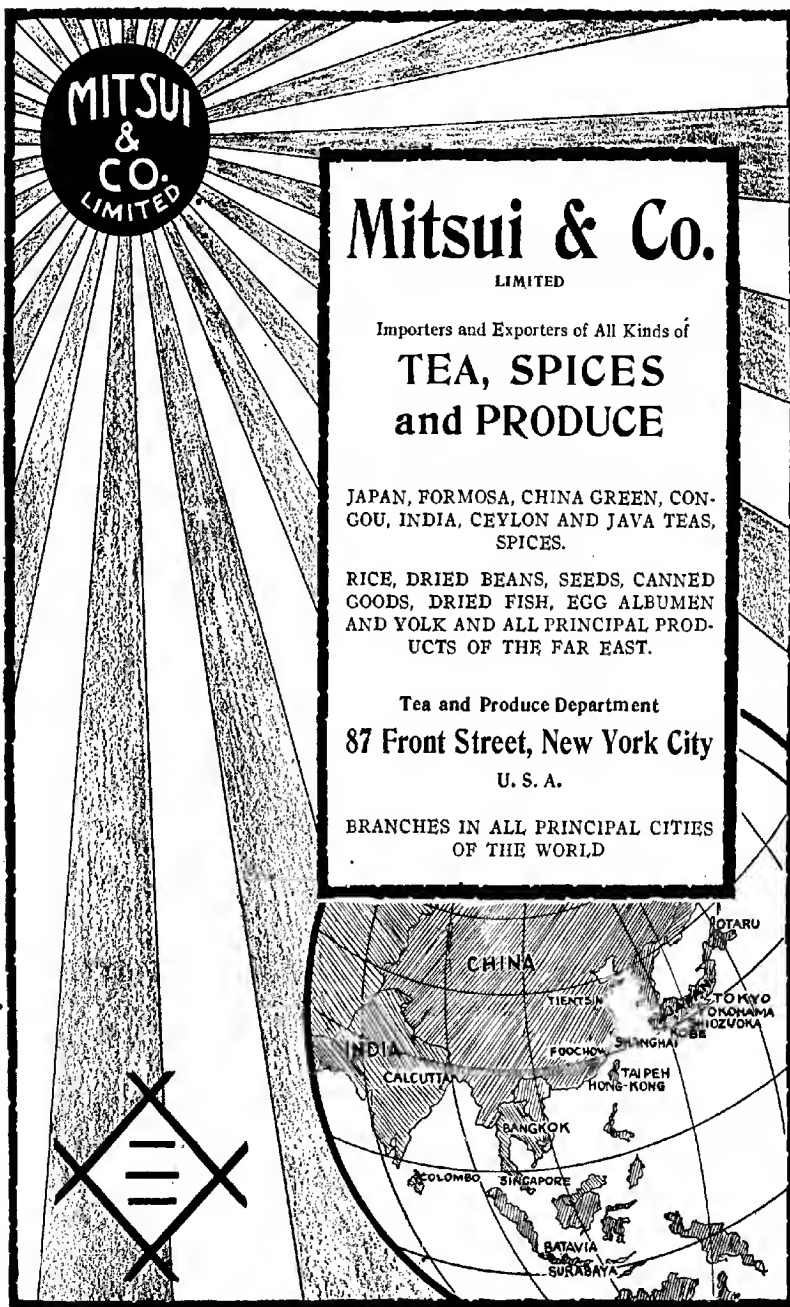
**HENRY FRANCK SONS, Inc.**

**FLUSHING, N. Y.**

Growers, Dryers, Roasters and Manufacturers of Chicory  
in all its Various Forms



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



**MITSUMI  
&  
CO.  
LIMITED**

**Mitsui & Co.**  
LIMITED

Importers and Exporters of All Kinds of  
**TEA, SPICES  
and PRODUCE**

JAPAN, FORMOSA, CHINA GREEN, CON-  
GOU, INDIA, CEYLON AND JAVA TEAS,  
SPICES.

RICE, DRIED BEANS, SEEDS, CANNED  
GOODS, DRIED FISH, EGG ALBUMEN  
AND YOLK AND ALL PRINCIPAL PROD-  
UCTS OF THE FAR EAST.

Tea and Produce Department  
**87 Front Street, New York City**  
U. S. A.

BRANCHES IN ALL PRINCIPAL CITIES  
OF THE WORLD

Map showing locations: OTARU, TOKYO, YOKOHAMA, SHIOZUKA, NAGASAKI, FOOCHOW, SHANGHAI, TIENTSIN, CHINA, HONG-KONG, TAIPEH, BANGKOK, CALCUTTA, INDIA, COLOMBO, SINGAPORE, BATAVIA, SURABAYA.

## Comores

Bourbon Vanilla Beans  
We are direct receivers  
from the Islands.

## Tahiti

Vanilla Beans  
White and Yellow Label  
Shipments received at  
regular intervals.

**ANTOINE CHRIS CO.**  
18-20 PLATT ST.  
NEW YORK

## VANILLA BEANS

**THURSTON & BRAIDICH**  
27 CLIFF STREET  
NEW YORK

## VANILLA BEANS

MEXICANS, BOURBONS  
TAHITI, TONKA BEANS

## FRUIT FLAVORS

**RUSSELL & COMPANY**  
101 Beekman St.  New York City

## FRUIT FLAVORS ESSENTIAL OILS

*Price List upon request*

**W. J. BUSH & CO.,**  
INCORPORATED  
100 William St. NEW YORK

## VANILLAS

of every variety

ESSENTIAL OILS    ETHERS

**M. L. BARRETT & CO., Importers**  
Oldest Vanilla Dealers in U. S. A.  
233 W. Lake St. Chicago

## WABASH BAKING POWDER CO.

*King of Private Brands*

The Largest Exclusive Private  
Brand Baking Powder, Extracts,  
Gelatin Dessert, Corn Starch  
and Soda Factory in the World.

Wabash, Indiana.  
Established 1892.

## Lincoln Said You Couldn't Fool All Of The People All Of The Time

Many claims are being made for the cheap types of paper containers, cartons, etc., which cannot be substantiated in practice. A carton or spiral tube surface-coated with paraffin or surface-lined with parchment will absolutely not hold and conserve aromatic products such as coffee as compared to tin cans.

Packers of packaged coffee who think otherwise are only fooling themselves and possibly (for a short time) the consuming public. In time a reaction is bound to come and the good will value attending the brand of coffee imperfectly packaged be seriously injured. Coffee quickly goes stale in such packages. Mrs. Consumer may not know the cause but she will remember the name of the brand that failed to satisfy and quickly change her allegiance to one that does.

A natural query to such coffee packers is "if the proper conservation of your product on the grocer's shelves and in the consumer's kitchen cuts so little figure why did you ever use tins?"

# NAPACAN

is the trade name of a package that is practically a duplicate of a tin can except the Napacan is made entirely of paper. It is manufactured under a scientific process involving a real principle by which its impervious qualities are built into it. For products for which it is suitable the Napacan is just as impervious as tin, in fact better in many cases; for instance the Napacan doesn't sweat.

Another achievement involving a principle is the "Hermetic Seal" closure which is especially recommended for Coffee. This closure is far superior to the tin slip covers.

In appearance the Napacan is truly the "package beautiful" and here again its beauty is "built into" it, no pasted label to get torn. Its handsome appearance can only be destroyed by destroying the package itself.

The "Best Looking Package" strongly influences Mrs. Consumer and means much on the grocer's shelves. The Napacan is a decided asset to your sales and advertising department.

### THE PRICE

is under the cost of a tin can, the package the Napacan competes with. Comparisons are not odious to the Napacan. We will gladly pack some of your coffee in Napacans for a comparative test with the same coffee packed in the cheap forms of paper containers and in tins. Then let the "cup test" prove the result.

To packers whose output is sufficiently large and who so desire we will lease machines on a royalty basis enabling you to manufacture your own Napacans. In this way you obtain a remarkable can (for coffee, baking powder, etc.) at a very low cost and your packaging problem is permanently solved.

*Napacan catalog, samples, etc., on request.*

**NATIONAL PAPER CAN COMPANY**  
576-598 Clinton Street MILWAUKEE, WIS.





**"I'd like to  
be there!"**

**YOU** have said it—as you have looked at some vivid picture or read some stirring account of our boys fighting with American courage and self-sacrifice. If you cannot go out to them, you can fight for them, over here. Smash open the way for them with howitzers and big guns. Send them ammunition, tanks, airplanes, rifles, clothing, food. Help to keep them victorious.

**You can lend as fearlessly, as unselfishly, as they fight. That is your job as a part of our war machine.**

OF COURSE you would "like to be there." They don't need you yet or you WOULD be there. But they need guns and shells, every hour they remain on the road to Berlin.

Absolutely the next best thing to going over is to

**BUY LIBERTY BONDS—  
BUY TO YOUR LIMIT**

*This Space Contributed to Winning the War by*  
**NATIONAL URN BAG COMPANY**  
174-176 East 104th Street, New York

## **BULK COCOA**

**IN BARRELS AND DRUMS**

Also packed in tin cans under your

**Private Label**

We make American and Dutch  
Process Cocoa.

Write for our *Latest Price List*.

State Style of Packing and  
Quantity Required Annually.

Tell us where you saw this  
advertisement.

**Ambrosia Chocolate Co.**

**331-333-335 FIFTH STREET**

**MILWAUKEE, WIS.**

THE PROGRESSIVE CHOCOLATE AND COCOA  
MANUFACTURERS

Chas. Dittmann F. V. Allain Chas. S. Dittmann, Jr.  
Member N. Y. Coffee Exchange

**CHARLES DITTMANN CO.**

**Coffee Commission**

New Orleans—501 Gravier St., P. O. Box 747  
Chicago, 326 River St., Rooms, 215-216

AGENTS FOR:

Messrs. Ed. Johnston Son & Co., London  
Messrs. E. Johnston & Co., Ltd., Santos  
Messrs. E. Johnston & Co., Ltd., Rio-de-Janeiro  
Messrs. Norton Megaw & Co., Ltd., London  
Messrs. Norton Megaw & Co., Ltd., Rio-de-Janeiro  
Messrs. Carlo Pareto & Co., Rio-de-Janeiro  
Messrs. Arbuthnot, Latham & Co., Bankers, London  
Messrs. Fred'k Huth & Co., Bankers, London  
U. S. Branch of Thames & Mersey Marine Insurance  
Co., Ltd., of London and Manchester  
London Assurance Corporation (Fire Insurance)

**Commercial Letters of Credit Issued**  
Our spot department makes a specialty of selecting  
and purchasing coffees for the interior trade.

### **The Laurel Improved Coffee Granulator and Chaff Remover**

Cheapest and best machine on the market. The machine you will want to increase your sales of clean ground coffee. Write for photo and sample of the work of machine.

**Used Coffee-Roasting  
and Grinding Machinery. Send for list.**

**The Laurel Mfg. Co.**

627 N. 3d St., Phila., Pa.



## Why Pay More?

There is no better automatic scale than the

### Duplex Automatic Net Weigher

because a better machine cannot be made at any price.

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# THE TEA & COFFEE TRADE JOURNAL

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No. 4

## WHO'S WHO IN THE TRADE



STEPHEN H. DORR

President of the New York Coffee and Sugar Exchange

See page 384



#### A HEAVY FLOWERING OF FIVE-YEAR OLD COFFEA EXCELSA

This is a new species, discovered in the Tchad Lake district of West Africa in 1905, and is a small beaned quality of *Coffea liberica*.

# COFFEES OF THE DUTCH EAST INDIES

## No. 1.—COFFEA ARABICA AND ALLIED SPECIES

¶ The war has given great impetus to trade intercourse with the Dutch East Indies, which are looming big as infallible sources of supply.

¶ This series of articles will discuss all the principal varieties of coffee grown in the Government's Experimental Garden at Bangelan, Java.

¶ American coffee growers and buyers will find them both authoritative and instructive.

By DR. P. J. S. CRAMER

Chief, Division of Plant Breeding, Department of Agriculture, Netherlands India

THE cultivation of coffee in the Dutch East Indies has gained a new lease of life since the beginning of this century. Up to 1900 the crop was mainly Java coffee (*Coffea arabica*); only 10 to 20 per cent of the total export consisted of liberian coffee. Before 1900 some estates had already planted some of their fields with hybrids, but the production of these amounted to only a few hundred piculs, and was of no importance as compared with the total export.

### THE INTRODUCTION OF COFFEA ROBUSTA

In 1900 a new species of coffee was introduced in Java under the name of *Coffea robusta*. In several estates a few plants were put out for a trial, and four or five years later they had shown themselves very good bearers. The new species soon became popular, at first among the planters, who, with great energy, took up the planting of robusta coffee as soon as seeds were available. When the financial people saw the good results obtained with the species, new capital was invested in the crop.

One may say that the coffee-growing industry, which was near to decline, got a new push. Two other circumstances helped a good deal. First, there was the increase of the rubber growing, for which old coffee estates often were destined; robusta had showed itself well fit for being used as a catch crop with Hevea. But still the coffee-growing industry would have been in a difficult position if at the same time the problem of replacing the old shade trees (dadap, *Erythrina lithosperma*), which were dying out because of diseases and insect pests, had not been solved by the discovery of a new shade tree (the so-called lamtoro—*Leucaena glauca*), which is as good as dadap and for some uses even better.

The introduction of robusta coffee into practical coffee growing at once put the question of

new species in the foreground. The success of the new sort awoke considerable interest among planters and commercial men. The importance of trying to find other species, to make experiments with them and to test their value for the planter and the trade, was generally accepted.

### THE EXPERIMENTAL GARDEN AT BANGELAN

The coffee-growing industry in the Dutch East Indies received much aid from the Government. Since 1900 a special experimental garden for coffee has been started at Bangelan, near Malang, one of the most important coffee centers. It was originally laid out for experiments with Java coffee and shade trees. The trials with different shade trees were a great success; it was at Bangelan that the merits of *Leucaena glauca* (lamtoro) as a shade tree were discovered. One may say that this discovery alone paid back all the money spent on these experiments, and even more. The old experimental field, where in 1901 the first lamtoro trees were planted among coffee, is still kept as an historical monument. A photograph of a section of it is reproduced here.

When the study of new species of coffee became urgent, it was again at Bangelan where the new introductions were sown and raised, planted, tested and multiplied, so that large quantities of seeds of the new acquisitions, obtained under careful application of rational selection, could be put at the disposition of planters. These well selected seeds are now sold at reasonable prices, varying from 65 cents (U. S. A. currency) to \$1.10 per pound. In the beginning the happy proprietors of the first robusta trees asked \$3.00 for one pound of unselected seeds.

In laying out and keeping up the garden at Bangelan the Government spent, taking all the yearly expenses together and subtracting the profits of the selling of seeds and market coffee,

## ANNUAL PRODUCTION OF COFFEE IN THE DUTCH EAST INDIES

TABLE NO. 1.—SHOWING THE RELATION OF ROBUSTA TO THE TOTAL OUTPUT

	Private Estates in Java		Government Fields		Sumatra	
	Robusta Piculs*	Arabica and Liberica Piculs	Robusta Piculs	Arabica and Liberica Piculs	Robusta Piculs	Arabica and Liberica Piculs
1907	.....	182,190	.....	30,701	.....	.....
1908	.....	1,825	.....	22,358	.....	.....
1909	.....	10,508	.....	22,543	.....	.....
1910	.....	30,125	145	22,907	215	56,918
1911	.....	154,136	313,309	2,640	22,157	2,904
1912	.....	253,214	484,121	9,313	80,708	10,808
1913	.....	325,414	428,206	11,137	55,984	36,817
1914	.....	328,563	411,063	13,459	57,432	83,810
1915	.....	404,629	474,877	13,338	64,686	88,850
1916	.....	716,594	798,373	26,428	48,829	148,226
1917	.....	721,944	776,827	24,358	28,974	115,214
1918	.....	678,970	734,918	12,030	19,650	123,850

\* One Picul is equal to 133½ pounds.

TABLE NO. 2.—ANNUAL YIELD OF ARABICA AVERAGED OVER FIVE-YEAR PERIODS

	Government Fields Piculs	Private Estates in Java Piculs	Total Piculs		Government Fields Piculs	Private Estates in Java Piculs	Total Piculs
1851-1855	985,704	.....	985,704	1886-1890	463,056	.....	463,056
1856-1860	852,200	.....	852,200	1891-1895	364,745	361,075	725,820
1861-1865	808,074	.....	808,074	1896-1900	236,546	323,184	559,730
1866-1870	901,110	.....	901,110	1901-1905	130,448	236,664	367,112
1871-1875	746,170	.....	746,170	1906-1910	56,966	140,987	199,953
1876-1880	964,009	.....	964,009	1911-1915	32,878	97,096	129,974
1881-1885	923,333	.....	923,333	1916-1918	10,066	82,893	42,959

more than \$100,000. There is no doubt that Bangelan contributed a good deal to the revival of the coffee-growing industry. The yearly crop for the Dutch East Indies has been of late years more than one million piculs; this means that annually about 7 million dollars have been paid out to the people working in the coffee industry. Only a small part of it goes to Europeans; most of this amount is earned by natives. The rebuilding of the industry may have brought, after a rough estimate, some 20 million dollars among the population of the colony. The great part that robusta played in the increase of the yearly crop is clearly demonstrated by the list of annual productions shown in Table No. 1.

Since 1900 other new species of coffee have attracted increasing interest. Most of them are not yet scientifically studied and described. They were received in Java from explorers, missionaries, botanists and planters in Africa, often under a preliminary name. At Bangelan they are studied only from a practical point of view. Many of the new introductions are of uncertain origin; they may be hybrids, or even the seeds may turn out to be a mixture of different species.

## THE PRINCIPAL SPECIES GROWN

In the following pages the principal sorts of species grown in the Dutch East Indies will be described. We may divide them into several groups. The first contains *Coffea arabica* and some allied species and varieties. In the second we may bring together *Coffea robusta*, *Coffea*

canephora and other robustoid kinds. The third group is composed of two subdivisions: *C. liberica* and some closely allied species, and *C. excelsa*, with some kinds much resembling it.

Besides these main groups there are still a number of species of scientific interest. We will mention them briefly, together with a few little-grown species of practical importance not included in the main groups. At the end of the series a description will be given of some of the most interesting hybrids which promise to become of a growing importance, not only for the planter and the merchant, but also for the roaster and consumer of coffee, as in this direction an amelioration of the flavor and taste may be expected.

## COFFEA ARABICA AND ALLIED SPECIES

*Coffea arabica* is the common Java coffee of commerce. The same species grown in Sumatra (Padang, Kroë), Celebes (Menado, Makassar) and Bali produces the qualities known in commerce as Padang coffee, Kroë coffee, etc.

This plant develops into a small shrub with a greyish stem and slender, bent-down branches. The leaves are rather small, 10-20cM. long and 5-7 cM. broad, dark, shining green at the upper side, light green underneath; the edge is generally undulate. The flowers are purely white; tube 6-10 mM., petals 12-14 mM., long, 3-5 mM. broad, with 5-7 petals. The berries, when fully ripe, are dark blood red, never striped; their shape is oblong, about 15 mM. long and 13mM.



A FIELD OF OLD JAVA COFFEE (*COFFEA ARABICA*) IN THE EXPERIMENTAL GARDEN AT BANGELAN

In this field the merits of the *Leucana glauca* as a shade tree were tested out. The garden is now kept as an historical monument.



FIELD OF YOUNG LIBERIAN COFFEE (*COFFEA LIBERICA*), SHOWING ITS LARGE, THICK LEAVES

The cultivation of Liberian coffee practically has been abandoned in Java. It seems especially susceptible to attacks by fungus.

## COFFEA ARABICA AND COFFEA LIBERICA CULTIVATION IN JAVA





ROBUSTA AND CANEPHORA PLANTS: THE TREE AT THE LEFT IS THE CANEPHORA



CLOSE-UP VIEW OF AN EIGHTEEN-MONTHS-OLD CANEPHORA TREE IN FULL FLOWER

COFFEA ROBUSTA AND COFFEA CANEPHORA CULTIVATION IN JAVA

broad. The skin of the berry is soft; the seeds can be easily pressed out with the fingers. The parchment skin is greyish and thin. The silver skin is easy to remove from the bean, even when dried in the sun. The dried bean is green to bluish.

Generally speaking, Java coffee flowers only a few times a year. When after the dry monsoon the rains set in the blossoms open ten days after a shower, and this is repeated a few times, according to climatic conditions. In a climate with a regularly distributed rainfall the flowering, and consequently the cropping, is more equally divided over the whole year.

For its flowering Java coffee requires drought, and does best in higher altitudes (3,000-4,500 feet above sea level). It is very sensible to the climate; rain during the blossoming may make the fecundation fail and reduce the crop to a few pounds to the acre. It suffers under unsuitable climatic conditions from many diseases, especially leaf disease (*Hemileia vastatrix*); in general it is very sensitive to diseases and pests (nematodes, lice, grubs). It requires shade, especially in higher altitudes.

The marketable coffee can be prepared by drying the beans in the sun, the silver skin loosening itself easily from the bean. It gives a good quality of coffee; especially in higher altitudes the produce is of excellent flavor: five to six pounds of fresh berries are necessary for one pound of marketable coffee.

Production under favorable circumstances averages four to five piculs per bouw (320-400 pounds to the acre). Ten piculs to the bouw (760 pounds per acre) is a top production, generally followed by a short crop.

To *Coffea arabica* belong a great number of well defined varieties; most of them have been grown also in Java, but lost their importance, together with the main species, which is more and more limited to a few regions where circumstances are exceptionally favorable for it. They may be mentioned here briefly.

#### SMALL-LEAVED VARIETIES OF COFFEA ARABICA

1. *Coffea arabica* var. *laurina*. Leaves small, narrow, 7.5-12 cM. long, 3-4 cM. broad. Branches stiff, dense; young leaves almost white; berry long and narrow (16.5 mM. by 12.5 mM.); beans also oblong, narrow. Said to be a hybrid of *C. arabica* with *C. mauritiana*. The so-called café Leroy-pointu.

2. *Coffea arabica* var. *murta*. Leaves small, 8 cM. by 3 cM.; densely branched. Beans as in typical *C. arabica*. Is said to stand better cold.

3. *Coffea arabica* var. *microsperma*. A quite distinct type with narrow leaves, bent-down branches; resembles a willow. Almost sterile; the berries contain seldom more than one seed.

4. *Coffea arabica* var. *mokka*. Perhaps a distinct species (*Coffea mokkae*). Dense foliage; leaves small; berries also small, round; 8-10 mM. long and slightly broader. Beans small, round; resemble split peas. Is said to possess a stronger flavor than *C. arabica*.

#### SPECIES RESEMBLING OTHER CULTIVATED PLANTS

5. *C. arabica* var. *purpurascens*. Red-leaved variety of the common *C. arabica*; comparable to the red-leaved hazel and copper beech; seems a little less productive than typical *C. arabica*.

6. *C. arabica* var. *variegata*. Variety with variegated leaves, striped and spotted with white.

7. *C. arabica* var. *amarilla*. Variety with yellow berries, comparable with the white-fruited variety of the strawberry, raspberry, etc.

8. *C. arabica* var. *bullata*. Leaves far broader than in the type, curled; branches stiff, thick, fragile. Berries round, fleshy; contain a high percentage of empty beans.

9. *C. arabica* var. *angustifolia*. Narrow-leaved variety, with leaves as long as in the type, but only 1-3.5 cM. broad. Berries somewhat more oblong. Like the foregoing (the *bullata*) a poor producer.

10. *C. arabica* var. *erecta*. A variety with more upright growing branches and a thicker stem than the typical *C. arabica*. Sometimes used on windy places; seems to stand wind better. Production as in typical Java coffee.

#### VARIETIES WITH MORE VIGOROUS GROWTH

11. *Coffea arabica* var. *Maragogipe*. A well defined variety, with lighter green leaves than typical *arabica*; leaves convex, large, with curled edge. Berries far larger than in common Java coffee; often 20 mM. long; beans very large, broad, sometimes somewhat narrower in the middle. The finest coffee known; it has a highly developed, splendid flavor. Maragogipe is, however, a light bearer; often the whole crop is reduced to a couple of berries per tree, and it never reaches the figures of *C. arabica*. Only a few estates have some fields planted with it.

12. *Coffea arabica* var. *columnaris*. A variety which is distinctive by its vigorous growth; the tree may become 25 feet high, forming a long column, covered with dense foliage. The shape of the leaves is peculiar; they are rounded at the base, and rather broad. A shy bearer but recommendable for dry climates. It was discovered by

a Java planter, Mr. Ottolander, on his estate Pantjoer.

The varieties of *Coffea robusta* and allied species will be described in the next chapter, which will appear in an early issue.

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## CACAO IN HAWAII

### The Possibilities of Commercial Production and a Description of Present-Day Cultural Methods

**D**URING its spring session last year the Legislature of the Territory of Hawaii requested the Hawaii Agricultural Experiment Station to make a survey of the possibilities of growing cacao commercially in the Territory. The following are the data submitted recently:

In order to get a clear understanding of the possibilities and limitations of cacao culture in Hawaii, it is necessary to consider the natural requirements of this crop. Cacao is strictly a tropical plant, being injured by climates in which the temperature repeatedly falls below 60 degrees Fahr., although an occasional fall of this kind is not prohibitive to its growth. Liberal moisture in the soil is imperative, and in practice this is usually supplied by rain, irrigation not often being resorted to. It is difficult to give any figures adequately expressing its requirements in the way of soil moisture, since so much depends upon the distribution of the rainfall through the year and the water-holding capacity of the soil. Most of the successful cacao-growing countries have a rainfall of more than 70 inches per year, which, however, would be insufficient if it were unevenly distributed or if the trees grew in soils retaining their moisture badly. On the other hand, excessive rain at harvest interferes with the curing of the beans. Another prerequisite is shelter from winds, strong winds being exceedingly destructive to the interests of the planter.

#### TRIALS OF CACAO IN HAWAII

The late Dr. Hillebrand, who lived in Hawaii during the twenty years preceding 1871, probably introduced the cacao tree in Hawaii, a specimen still surviving on the property planted by him on Nuuanu avenue, Honolulu, and now owned by Mrs. Mary E. Foster. Other trees of comparatively early introduction or planting are to be found in various parts of the islands, notably in and about Hilo, trees about Honolulu having been less successful. Some years ago there were a number of trees at Ahuimanu ranch on windward Oahu, some of which are probably still producing. The promise of success given by the trees in the vicinity of Hilo led the station at one time to introduce more plants for trial in the Hilo district, an experiment being undertaken some years ago in co-operation with the Hilo Boarding School, which had to be given up on account of lack of funds. A few of the trees, however, which have

survived and have been cared for by the school appear to be in healthy condition. They are reported to yield fairly well and the pods which have been received at the station are good specimens.

#### PROSPECTS IN HAWAII

The tree begins to bear fruit about the fourth year after planting, and increases in production for several years. The yield of an established cacao plantation runs from 300 to 600 pounds per acre. The prices of the different grades at the present time range from \$11 to \$16 per hundredweight, the latter being commanded by the product of only the finest varieties, which, in turn, do not yield the maximum crop. The present high prices are not likely to continue, and for calculating returns, \$10 to \$14 per hundredweight would be as high as it would be safe to expect, which would make the gross receipts per acre run from \$30 to \$84 per year.

As curing cacao is a process which does not require elaborate machinery or expensive equipment, the crop in this respect is well adapted to the use of small growers who may be quite widely separated. In addition, the beans when cured are not a highly perishable product. This makes it possible to grow cacao on comparatively cheap lands at considerable distances from the world's markets and with the cheap labor so prevalent in most tropical countries. Hawaii, therefore, would have to meet strong competition in marketing the raw product. By reason of its nearness to markets and its good transportation facilities, Hawaii could counterbalance this disadvantage by entering the field of manufacture—a thing not yet attempted generally by countries far from the consumer.

The data in hand indicate that any attempts to establish cacao growing as an industry in Hawaii should be confined to localities near sea level, and only those sheltered places which are warm and moist are to be considered. Sheltered spots in Hilo and Puna, in general, offer the best locations for further trials. The Hana coast of Maui presents some advantages.

#### METHODS OF CULTIVATION

The cacao tree grows to a height of 15 to 25 feet, and produces its fruit or pods on the trunk and main branches. The tree is propagated from seeds, which must be planted while fresh, as they retain their viability for only a short time in the pod and perish almost immediately if removed from the pod. These seeds are usually planted in nurseries, and the young plants removed to their permanent location when about six months old. Some growers prefer to stake off the plantation and plant the seeds by the stakes, which represent the permanent location of the trees. Though grafting and budding have not been generally practiced with cacao, the tree is adapted to this method of propagation, which is now receiving some attention as a means of establishing plantations of high yield and of greater uniformity in product. Cacao is generally grown with shade, preferably leguminous trees, which also furnish protection from wind, a more important function than that of giving shade. Some temporary shade is usually provided by rapidly grow-

ing plants, such as bananas, until the permanent trees are well grown.

The ripe pods, from 6 to 12 inches in length, are picked by means of a tool not unlike a reaping hook. They contain about thirty seeds or "beans," surrounded by a mucilaginous substance, which are removed promptly and placed in heaps or in vats to ferment. The heaps are turned over at intervals during fermentation, the process being completed in from two to ten days, according to the conditions. The seeds or "beans" are then washed and are exposed to the sun for a short time each day until dry to preserve their plumpness, which would be lost if the drying were completed immediately by one exposure. These dried beans—the product from which cocoa and chocolate are made—are then ready to be bagged and shipped to market. Usually the manufacturing of chocolate and cocoa is not carried on in the countries where the cacao is produced, doubtless because the beans are so much more easily shipped.

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## BRAZIL'S COFFEE TRADE TO-DAY

Some of the Factors Which Are Responsible for the Highly Speculative Conditions of the Brazilian Markets

By W. MORRISON PATTERSON

Latin-American Division, Bureau of Foreign and Domestic Commerce.

SEVERAL important economic issues are vitally concerned with the present state of the coffee market in Brazil, where speculation seems to be momentarily widespread. The President of Brazil has recommended food control measures that may materially check the present speculation in the home market. In the meantime New York importers are being forced to purchase an increasing amount of coffee from non-Brazilian sources, such as Haiti. How keenly the possibilities of such rivalry have been felt in Brazil in the past is evident from an article by the Brazilian Consul-General for New York, which was printed in the Sao Paulo "Revista de Comercio e Industria" of May, 1918. This article points out how necessary it is for Brazilian growers to look out for their competitive interests.

### ARRIVALS IN THE UNITED STATES AND EUROPE

The following figures indicate the relative amount of coffee arrivals into the United States from Brazilian and non-Brazilian sources during 1912-1918, fiscal year ending June 30 (in bags of 132 pounds), and the total arrivals into Europe from all sources:

Fiscal Year	Imports Into United States—			Total Imports
	Brazilian Bags	Non- Brazilian Bags	Total (All Kinds) Bags	
1912-13.....	4,908,705	1,431,166	6,339,871	10,245,685
1913-14.....	5,681,601	1,670,235	7,351,836	12,491,174
1914-15.....	5,840,994	2,333,136	8,174,130	9,916,268
1915-16.....	6,620,881	2,417,043	9,037,924	10,184,393
1916-17.....	7,056,650	2,553,327	9,609,977	5,077,830
1917-18.....	6,701,964	2,279,430	8,981,394	.....

It is significant that for various reasons, including restriction in shipping, our importations of Brazilian coffee for the twelve months ending June 30, 1918, were only 743,960,000 pounds, as against 907,200,000 pounds in 1917; whereas our importations from Central America increased from 133,290,000 pounds in 1917 to 166,293,000 pounds in 1918, and our importations from the West Indies increased from 9,661,000 pounds to 30,241,000 pounds for the same period. Comparisons between the pre-war figures in the above table and those for 1918 are still more striking.

### AVAILABLE STOCKS

The world's visible supply of coffee for September 1, 1918, has been estimated as between 11,000,000 and 12,000,000 bags, as against 9,251,542 bags for September 1, 1917. In the "Daily Market Report" of the New York Coffee and Sugar Exchange for August 30, 1918, the following partial list of figures is given (reports from other markets not being available):

Stocks:	Bags
London .....	456,246
Havre .....	876,000
Bordeaux .....	40,000
Marseille .....	181,240
Rio .....	732,000
Santos .....	2,864,000
Bahia .....	81,000
United States .....	2,239,380

Afloat:	Bags
For United States from Brazil.....	641,000
For Europe, etc., from Brazil.....	285,000

Out of the stocks in the United States of 2,239,380 bags, 1,340,684 bags were from Brazil, and 898,696 bags from other sources. On September 6, 1918, according to the figures of Minford, Lueder & Co., there was in Rio a stock of 884,000 bags, including 124,000 bags purchased by the Brazilian Government, and in Santos the enormous stock of 6,351,000 bags, which includes 2,949,000 bags of Government purchases. The size of this total stock of more than 7,000,000 bags in Brazil can be properly appreciated when we remember that the amount of stock in Brazil at a corresponding date in 1917 was only 2,825,000 bags.

### VALORIZATION AS A FACTOR

Brazil's first plan for valorization traces back to the fall in coffee prices during 1901, when the banks, to which many of the planters mortgaged their estates, assumed the virtual ownership of many plantations. In 1902 the Government passed legislation to restrict the planting of coffee trees in order to check the surplus of output, but this was not enough. Accordingly, the first valorization scheme was conceived, with the idea that the Government should buy up sufficient coffee to maintain prices at a reasonable level. This surplus was to be stored in the United States and Europe, and released according to the exigencies of the market. In 1907 this first scheme was put into operation by the Government of the State of Sao Paulo. The purchases of coffee were financed chiefly by foreign loans, and an export surtax of 3 francs per bag was levied to assist in securing the loans. During 1907-8 the following loans were contracted by the State of Sao Paulo:

Special Loans:	
Treasury bills .....	£1,000,000
Brazilianische Bank für Deutschland.....	1,000,000
Schroeder & Co., of London, and National City Bank of New York.....	3,000,000
Federal Government of Brazil to Sao Paulo .....	3,000,000
Loans based on coffee as collateral:	
Bills on foreign agents for coffee consignments .....	12,000,000
Total loans made.....	£20,000,000

The loan from the German bank was paid off out of the Schroeder loan. A commission was established to assist the State in buying coffee from the planters, and soon the State Government, after buying about 10,000,000 bags, found itself in possession of 7,000,000 bags which could not be sold without loss. The Federal Government came to the assistance of the State by financing further loans, but stipulated that the State should cease its purchases. Accordingly, 6,843,152 bags, known as "valorization coffee," were transferred by the State to the trustees of the new loan, which amounted to £15,000,000. To help provide for the amortization of this loan, the export surtax on coffee was raised to 5 francs per bag.

After the termination of the first valorization purchases in 1908, the attempt was made to limit the exportation of coffee to a maximum of about 10,000,000 bags annually.

The trustees, moreover, limited the annual sale of "valorization coffee" as follows: 1909-10, 500,000 bags; 1910-11, 600,000 bags, and 1911-12, 700,000 bags, etc.

As a consequence of smaller crops, increased consumption, organized propaganda, and manipulation of valorized coffee, in 1910 the price of coffee reached a climax of advance. Later, however, came the war. Not only did the Allies restrict the import of coffee but the normal export of 4,000,000 bags to Germany was cut off. In consequence, a new scheme of valorization was proposed and put into operation in 1915.

Instead of foreign loans, an issue of paper money, amounting to 300,000,000 milreis (about \$75,000,000 in United States currency), was authorized by the Federal Government, out of which 150,000,000 milreis were to be devoted to the new valorization scheme. The money was lent to the State of Sao Paulo by the Federal Government, at first with the idea that coffee growers would borrow it from the State against their warehouse deposits. The Federal Government, on the other hand, was to receive the warehouse receipts from the State as collateral for the paper money issued. This idea, however, was changed to a resumption of regular purchases by the State of Sao Paulo for as much of each year's crop as seemed feasible, in order to avoid an oversupply upon the market. Until recently the Government has been buying coffee at the rate of 4.9 milreis per 10 kilos, at a time when the market price was as low as 4.5 milreis; but it was impossible, of course, to buy up all that was offered at this figure. For the State of Sao Paulo to release part of its supply would naturally tend to lower prices.

The Associacao Commercial de Santos has recommended 7 milreis per 10 kilos as a fair price under frost conditions. The planters from the

interior, however, are demanding much higher figures. The Sao Paulo Government has made efforts to meet the demands of the growers by making it possible for them to obtain money more cheaply from the banks. But the banks themselves have now the problem of covering their own concessions, which is by no means simple, so long as the financial situation in Brazil is complicated by the large amount of paper money afloat. Whatever further developments may occur in the immediate future, the extremely cordial relations between the United States and Brazil inspire mutual confidence, and the assurance that every aspect of the coffee situation will be carefully considered with reference to the interests of the importers and exporters of the respective countries.

Carry On! Buy More Liberty Bonds

### "ENGLISH BREAKFAST TEA"

The Supervising Tea Examiner Says the Term May Be Applied to Any Fully Fermented Tea

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Sept. 12, 1918.

OF late years there has been quite a difference of opinion among tea men as to the meaning of the term "English Breakfast." Some took the view that it should apply only to China Congou teas, others claimed it might be correctly applied to any fully fermented teas, i. e. Congous, Indias, Ceylons, Javas, Sumatras and the like.

George F. Mitchell, the Supervising Tea Examiner, who has thoroughly investigated this matter, while refraining from making an official statement, agrees with the latter view. He says:

"The origin of the term 'English Breakfast' is purely American, having originated in this country, and is not used in any other country. The term 'English Breakfast' has no significance geographically."

It is understood that the name was first applied by a New Yorker to a highly fermented Congou tea, which was purchased at auction and sold in small packages marked "English Breakfast." The term became so popular that other fully fermented teas like Indias and Ceylons blended with Congous were sold as "English Breakfast," and gradually the name was applied to these teas even when sold straight. It is Mr. Mitchell's opinion that since the term has such a flimsy origin, and since for years it has been applied to other fermented teas than Congous, that usage would make it just as applicable to any fully fermented tea. He says it could not be applied to unfermented teas or to Oolongs (semi-fermented teas). LAMM.

## ENGLAND'S 1918 TEA PROBLEMS

## A Survey of the Many Troubles With Which British Traders Have Had to Contend in the Past Twelvemonth

[FROM A STAFF CORRESPONDENT]

LONDON, Aug. 31, 1918.

**A**N interesting survey of the tea position, especially as it affects a business having large retail operations in this country, was presented at the recent annual meeting of the shareholders of Brooke, Bond & Co. in London.

The chairman reminded his hearers that the British Government originally stopped the import of tea entirely. He declared that this very rapidly brought about a state of affairs favorable to the Government taking control. The trade started with a 40 per cent control scheme, which was followed by 90 per cent control, which in turn gave way to the present 100 per cent scheme. Every change has been vital, far-reaching and disturbing.

Furthermore, businesses like Brooke, Bond have suffered great disabilities from the loss of those men who have left their service to fight for their country, and there have been details like the impossibility of obtaining the necessary new machinery and of keeping the existing machinery in full repair. Adequate materials have not always been obtainable and transport facilities have been seriously curtailed.

After a review of this sort, the chairman, Gerald Brooke, spoke as follows: "Recently the Ministry of Food has called for registration of all tea retailers throughout the country, and a new system was brought into being, whereby retailers indented for their registered supplies on wholesale houses of their choice. We have had, so to speak, a general election of wholesalers, and the result of that election has been a gratifying result to your company. When the result of the indent figures became known we found that your company was suddenly called upon on July 14 to distribute weekly 25 per cent, or one-quarter more, graded, blended and packed tea than they have distributed since the introduction of the datum period restriction. The surprising thing is that not only has this great increase in output been accomplished under the prevailing conditions, but we have actually manufactured and packed a substantial surplus! So that not only will customers obtain all the tea they require, but they will have a proper stock—though small—to cover delays in transit. Thus we have not only satisfied each and every customer who has en-

trusted us with his order, but we have had the satisfaction of disappointing those rivals who did not consider it possible that we should be able to handle the full requirements which the indents of the Ministry brought to us."

THOMAS REECE.

**Carry On! Buy More Liberty Bonds**

## INDIA'S TEA CHEST INDUSTRY

## Exporters are Planning to Develop Manufacturing Facilities—How the Chests are Made and Used

BY LUTEN MEMMINGER  
Madras, India

**T**HE total number of tea chests required for the Indian tea crop is between 3,000,000 and 4,000,000. Of this number not more than 1,500,000 chests were, before the war, manufactured in this country. Patent chests are imported from Russia or Japan and the metal fittings required from England or America. Ordinary boxes are imported from Japan in large quantities. Hoop iron, nails and clips for fastening the patent chests also come from abroad.

It is now proposed to develop the manufacture of tea chests in India, and with this end in view factories using "three-ply" machinery will in all probability be established. The Indian Munitions Board handbook states in regard to this:

Apart from the machinery used, which is almost entirely imported, the tea industry depends very largely on imported stores. The chief reason for this as regards chests was that exporters greatly preferred the patent chests, either of three-ply wood (as the Venesta and Acme chests) or of metal (as the Metallite chests), because these chests weighed less, were more easily closed, and would hold more tea. With high freights the advantage of a light box is obvious. The big Russian buyers, in fact, would not export except in patent chests, and were in the habit of repacking in these in Calcutta. High railway freights also were against the Indian sawmills competing successfully with Japan and other countries in the supply of ordinary wood chests, and except in Assam, where local boxes were largely used, the possibilities of Indian supply had hardly been examined.

The timber required for tea chests is of a very special kind. It must contain no sap that would corrode the tea lead in which the tea is packed; must be free from any odor, as tea will take this up readily; and must be well seasoned, as the tea is usually hot when packed, and unseasoned wood will warp. Examination of the question has shown, however, that suitable timber exists in India in large quantities, and that it is only necessary to put the producer and consumer in

touch with each other to secure its acceptance. In addition the demand for patent tea chests will inevitably drive this country to establish three-ply factories for the manufacture of these. Messrs. Bird & Co. are already establishing a three-ply factory in Assam, and the Bengal Government is negotiating with another Calcutta firm for concessions in the forests of Northern Bengal with the object of supplying the demand for three-ply tea chests in this province.

■ Carry On! Buy More Liberty Bonds ■

## VENEZUELA'S COFFEE SITUATION

### A Review of Market Conditions During the 1917-1918 Season in the Puerto Cabello District

[SPECIAL CORRESPONDENCE]

PUERTO CABELLO, VENEZUELA, July 22, 1918.

THE 1917-18 coffee crop of the Puerto Cabello district proved to be a small one—not much more than 50 per cent of normal. This is thought to have been due to damage done by unseasonable rains. However, in view of the rapidity with which stocks have been accumulating during the last year and a half, the effect of a small yield on the local coffee interests has probably been favorable rather than otherwise.

#### STOCKS ON HAND AND EXPORTS

Lack of shipping space to Europe, where good prices have prevailed, and low prices in the United States making it for the most part unprofitable to ship, have combined to cause a steady increase in stocks. A year ago these were estimated at from 90,000 to 120,000 bags in Puerto Cabello and adjacent interior towns, while now in the same region there are thought to be between 150,000 and 200,000 bags on hand.

Total exports of coffee from this port for 1917, according to unofficial figures, amounted to 26,974,325 pounds. During the years 1915 and 1916 the exports were 39,952,257 and 28,181,137 pounds, respectively. During the first half of 1918 exports showed a decided decline over the same period a year previous, the weights for the two periods having been 19,466,466 pounds in 1917, and 9,970,721 pounds in 1918. Since July, 1917, it has been impossible to ship to France, market conditions in the United States have not been favorable, and opportunities to ship to Italy have been very rare, so that Spain has been the most important outlet. The following table shows the destination of exports for the first six months of 1918:

Destination	Bags	Pounds	Value
Curacao .....	16,403	2,248,692	\$164,818
Italy .....	4,447	590,251	45,647
Spain .....	25,988	3,926,955	280,189
United States .....	22,315	3,070,803	286,870
All other .....	1,120	134,020	5,276
Total .....	70,273	9,970,721	\$734,995

During the six months in question there have been only three ships to Spain and one to Italy. The shipments to Curacao were nearly all made with the intention of transshipment, and considerable found their way to Spain.

#### PRICES AND CROP PROSPECTS

The price of coffee has continued low, decidedly lower in fact than in 1917, but has not dropped to quite the level that was at one time feared. During the current year prices have varied between 7.6 and 9.5 cents per pound for washed coffees and 6.6 and 9.2 for unwashed or "trillado" grades. Prices were lowest in January, when values were more or less adjusted to the New York market. Since then they have risen somewhat, due to the hope of making shipments to Spain, where profitable figures have been realized. Another factor that has tended to support prices has been the large buying of German houses, which, it is thought, bought in anticipation of a speedy peace. In many cases they took coffee from their clients at decidedly higher than market prices. Very large stocks of coffee are held by these houses.

Weather conditions have been very favorable for the coming crop, and from present appearances a very large yield is expected. What the effect of this will be, in connection with the large stocks existing, cannot be at present determined.

F. A. H.

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#### SMALLER COFFEE IMPORTS PLANNED

Imports of coffee, sugar and tropical fruits must be decreased if we are to win this war quickly, according to Herbert Hoover's recent statement of the food programme which the people of the United States must adopt in order to send an American army of 3,500,000 or more men to Europe by next summer.

Mr. Hoover also said: "We can secure in sailing vessels the coffee we need, if no one makes an overbrew," and "we shall apparently have sufficient sugar to maintain the present consumption."

■ Carry On! Buy More Liberty Bonds ■

The tea and coffee business is in real danger. Subscribe to the Liberty Loan and help avert it.

## WHY JAPAN TEAS ARE INFERIOR

**Shidzuoka Buyer Claims Machinery and Factory Methods Are Responsible for Poor Quality This Season**

[FROM A STAFF CORRESPONDENT]

SHIDZUOKA, JAPAN, Sept. 1, 1918.

THE substitution of factory methods for skilled hand work in the initial processes close to the tea gardens is responsible to a large degree for the falling off of the general quality of this season's teas, according to Otis A. Poole, the dean of the American tea buyers here. Other factors are the use of cheap and "uningenious" machinery and the speeding up and slighting of the work all along the line from cultivation to the finished article. The larger interests fear that the cheap factory methods will spread rather than decrease in practice.

In commenting on the machinery Mr. Poole said:

"While the machines now in use for the initial work may be efficient in the preparation of oxidized black teas in southern countries like Ceylon and India, they are of such material that contact with the moist Japan leaf during the process sets up a chemical reaction that kills the very qualities of delicacy and richness of flavor that are present in hand-made and desirable in true unfermented green teas, leaving them instead thin, metallic and difficult to refine without rendering the infusion bitter.

The best hope for the expansion of the Japan tea trade is in a more scientifically designed machine to meet local conditions, and this depends more on experimental and inventive genius (with which the Japanese are hardly on speaking terms) and less on predatory appropriation of foreign designs (with which they are on terms of the most loving intimacy). A fortune awaits the successful discoverer—if he is a Japanese.

"The present machine process of preparing the raw leaf, as demonstrated this year, is making it more difficult for the refiners of basket-fired teas to obtain the requisite long, dark, straight style of leaf than for those who specialize in pan-fired varieties, and in the adjustment of the consuming trade in the States to the changed appearance of Japan teas, we shall not be surprised if future orders contain a larger proportion of pan-fired and natural leaf varieties in which the change is less apparent."

BASKET-FIRED.

## THE AMERICAN ARMY'S COFFEE

In a statement recently issued by the Army Quartermaster's Department located at Tours, France, it was said that the army is now roasting coffee at the rate of 70,000 pounds a day, and that it takes 20,000 pounds of solidified alcohol a month to prepare the beverage for the troops in the trenches and on the march.

## TIN CANS TABOOED

**Food Administration Requests Packers of Tea, Coffee, Cocoa and Grocery Specialties Not to Use All-Metal Packages**

DURING the past month representatives of the tea, coffee, cocoa, spice, baking powder and other grocery specialty packaging trades were called into a series of conferences with the United States Food Administration to discuss the feasibility of substituting non-metal packages for all-tin containers. Without exception each trade agreed to abide by the wishes of the Administration, and after their present supply of all-metal containers is used up to turn to paper and fiber packages.

To the extent that tin-top-and-bottom cans can be produced in this country, they will be regarded as a proper substitute, and packers now using all-tin packages still have liberty of choice. None of the tin plate used in tin-top-and-bottom cans has to be maintained at the high standard required for hermetically sealed goods. In this way a great deal of tin which otherwise would be lost to the world performs its highest service by being manufactured into containers for dry products.

The purpose behind the Food Administration's request is to conserve the tin and steel supply for war purposes. The supplies of tin are inadequate for both the army and civilian needs. Steel is in even more of a serious situation—it forms about 90 per cent of the metal going into the average tin container. In the conference with the representatives of the tea and coffee trade it was disclosed that by abandoning all-metal containers the Government would save 397 tons of tin and 22,000 tons of steel in these industries alone.

## STANDARDIZED PACKAGES PROPOSED

In addition to cutting off the metal container, the Food Administration has recommended the elimination of round packages wherever possible, and also certain sizes of packages that are considered uneconomical from the shipping and raw material standpoint.

Wherever possible square and oblong shapes are to be employed in place of round packages, to the end that cargo space in freight cars and elsewhere may be saved.

Tea and coffee packages to be sold at retail are to be limited to one-fourth, one-half and one-pound containers for tea, and one, three and five-pound packages for coffee. Shipping cartons are to be of fiber instead of wood or metal.

Cocoa and chocolate, sweetened and unsweet-



ened, in powdered form, shall not be put up in packages smaller than one-half pound. The other sizes are limited to 1, 5, 10, 25, 50 and 100 pounds and barrels and cases.

The American Spice Grinders, the new organization which was formed in New York early in September, was addressed by a representative of the Food Administration, and later resolved as a body to eliminate all small packages for ground spices other than 2-, 4-, 8- and 16-ounce cartons, and bulk packages smaller than 6 pounds. It was also agreed to stop using all tin and tin-top-and-bottom packages as fast as present stocks are consumed.

Baking powder manufacturers are also in line with the new package reform movement, and are now experimenting with non-metal containers as alternatives to the all-metal carton.

The Food Administration has not consciously overlooked any item in the foodstuffs line that might aid in the conservation of tin and steel. Wholesale grocers and the Government officials have gotten together on the subject, and the former have heartily agreed that no item in the grocery line shall be packed in all-metal containers excepting syrups, oils and molasses. They also will sell to their customers only in packing units instead of breaking them up, which entails waste of labor and material.

Glass containers have also fallen under the official ban. Packers of bottled goods have been requested to give up the use of containers requiring a disproportionate amount of glass, and to dispense entirely with wrappers, and to depend wholly upon labels to carry their advertising and other matter.

The cut of packages, etc., will not be carried so far that it will embarrass the packaging trades, according to a statement attributed to the Food Administration. But every manufacturer is expected to abide by the Administration's recommendations and also conserve further on all materials if he can see a way to do it, even if the recommendations do not specifically say he should. In short, every packer is expected to live up to the spirit of the recommendations—to conserve in tin, steel, paper and all other materials.

#### FIBER CAN MAKERS ORGANIZE

On September 3, at the request of the War Industries Board, the leading makers of fiber containers effected an organization at Washington to assist the Government in its efforts to conserve tin plate and paper. A war service committee was appointed as follows:

J. H. Kummer, Baltimore, chairman; Frank C.

Rex, the Canister Company of New Jersey, Phillipsburg, N. J., secretary-treasurer; L. C. Brooks, National Paper Can Company, Milwaukee; E. Taylor, Mono-Service Company, Newark, N. J., and L. Treadway, St. Louis Paper Can & Tube Company, St. Louis.

#### THE CONFERENCE COMMITTEES

The following men attended the tea and coffee trade conference at Washington: Fred A. Flood, Chase & Sanborn, Boston; T. O. Bundenbach, B. Fischer Company, Inc., New York; C. F. Blanke, C. F. Blanke Tea & Coffee Company, St. Louis; Ross W. Weir, Ross W. Weir & Co., New York; George S. Wright, Dwinell-Wright Company, Boston; Samuel F. Irwin, L. H. Parke Company, Philadelphia; H. S. Heekin and Charles Lewis, The James Heekin Company, Cincinnati; J. W. Neal, Cheek-Neal Coffee Company, Houston; F. J. Ach, The Canby, Ach & Canby Company, Dayton; Van Rooy and P. M. Haserodt, The Widlar Company, Cleveland; H. H. Hixon, Armour & Co., Chicago.

The cocoa and chocolate committee consisted of the following: H. C. Gallagher, H. D. Love, Walter Baker & Co., Ltd., Dorchester, Mass.; William F. R. Murray, Hershey Chocolate Company, Hershey, Pa.; Louis Runkel, Runkel Bros., Inc., New York City; B. K. Wilbur, H. O. Wilbur & Sons, Inc., Philadelphia; H. W. Hoops, Confectionery Trade Home Manufacturers, New York City.

The wholesale grocers were represented by Arjay Davies, Easton, Pa., president of the National Wholesale Grocers' Association; S. B. Steel and Ezra J. Warner, Chicago; J. W. Herscher, Charleston, W. Va.; B. B. Cushman, Detroit; P. C. Staib, New York City; C. E. Picken, Omaha.

#### FOIL-LINED BAGS NOT TABOOED

Under a misapprehension that large quantities of tin are used in making foil-lined bags, the coffee roasters' committee which recently went to Washington agreed with the War Industries Board to discontinue using them. The makers immediately got in touch with both the Food Administration and the War Industries Board and showed them that the use of these foil packages is really conserving tin, and that instead of their being eliminated they should have the hearty endorsement of the tin conservation committee.

As a result of these efforts, F. H. Millard, of the United States Food Administration, announced, "No rule has, as yet, been promulgated eliminating containers such as the sample submitted" (a foil-lined bag). The War Industries Board expressed its deep interest in this type of package.

Thomas M. Royal & Co., leading manufacturers of foil-lined bags, state:

"It is our intention to continue making foil-lined bags. We think it is our patriotic duty to keep on making them, as the tin foil we use contains only 3 per cent tin, and our total use of this metal last year was less than 6 tons.

"Thirty-six thousand tons of tin plate were used in the same period for coffee and tea containers, so we think we are safe in saying that we have a patriotic duty to fulfill in making these containers in as large a quantity as possible.

"In the matter of conserving shipping space, it is interesting to note that eighty bags occupy the same cubic space as a standard 1-pound can or fiber container. A 5-ton truck or motor lorry will carry only 9,460 cans, but the same truck will roll along easily with 180,000 foil-lined bags stuck on top of it."

**Carry On! Buy More Liberty Bonds**

#### THOSE ARMY COFFEE ROASTERS

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Sept. 23, 1918.—A report has been going around in army circles here that some members of the Quartermaster's Department are not especially pleased that a number of executives of coffee roasting firms have answered the Department's call for volunteer army coffee roasters. The army officials prefer men who actually do roast coffee, and have no desire to draft company officials. LAMM.

**Carry On! Buy More Liberty Bonds**

#### QUESTIONNAIRES FOR CACAO TRADE

The war service committee of the Cocoa Bean Importers' Association has warned its members to promptly return to the War Trade Board at Washington the questionnaires which were sent out to the cacao trade some time ago. These questionnaires must be filled out and filed with the War Board if importers desire to obtain import allocations and licenses for cacao beans for the remainder of 1918.

**Carry On! Buy More Liberty Bonds**

#### THE ARMY'S SOLUBLE COFFEE

Reports from the American army in France indicate that soluble coffee is proving to be an admirable drink for troops in front-line positions. The coffee contains a high percentage of caffeine and affords an excellent stimulant for troops in front-line positions. It also takes the place of the native wines, which army officials find undesirable for our soldiers because of their alcoholic content and impurities.

#### MORE PROFITS FOR ROASTERS

##### Food Administration Agrees to Price Advances on Bulk and Certain Specified Package Coffees Sufficient to Equal Pre-War Profits

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Oct. 3, 1918.

PERMISSION to advance the price of bulk roasted coffee sufficient to offset the increasing cost of doing business has finally been obtained by the coffee-roasting trade from the United States Food Administration. The following telegram was sent yesterday from the Washington office of the Administration to coffee roasters throughout the country:

"While opposed to a general advance in the price of roasted coffee to the consumer, the Food Administration will permit, where necessary, on bulk roasted coffee an advance sufficient in price to insure roasters a profit in cents per pound equal to their pre-war profits. Owing to the elimination of expensive packages and the consequent saving on this item, it is assumed that an advance on package coffees is not warranted. Full statements satisfactory to the Food Administration will be required showing that the advance on bulk roasted coffee does not exceed pre-war profits and is warranted in each particular case."

#### WHAT WENT BEFORE

The coffee roasters have been appealing to Washington for several weeks for permission to advance prices. In fact, some firms announced they proposed to increase their prices. When the announcements reached Washington early in September the Food Administration sent the following telegram to the National Coffee Roasters' Association and other organizations for dissemination among their members:

"The Food Administration would look with displeasure on any advance in roasted coffee at the moment. We trust you will use your influence with your members to prevent any advance in roasted prices."

The Food Administration received assurances from roasters all over the country that they would abide by the wishes of the Administration. A special resolution of endorsement was received from the New York branch of the National Coffee Roasters' Association. It said: "The New York branch of the National Coffee Roasters' Association desires to go on record as heartily supporting the National Food Administration in their attitude relative to roasted coffee prices, which, in their judgment, they consider necessary to the winning of the war." LAMM.

## SOME PACKAGE BRANDS FAVORED

On October 7 the Food Administration reconsidered the matter of package coffees, and decided to extend the profits allowed on roasted coffee to apply to packers using fiber or other packages than tin containers. Consideration is asked for milds in blends in view of their low price as compared with pre-war quotations.

## NEW YORK ROASTERS EXPRESS RELIEF

Coffee roasters in New York have felt the pinch of increasing costs, and consequently they feel that the Food Administration's permission to advance prices, as outlined in the foregoing, will bring considerable relief.

Green coffee traders look upon the price advance in roasted coffee with considerable jealousy. They have been complaining for some time about the Government regulations restricting them to a margin of profit that is constantly narrowing as the Brazilian prices continue to go upward.

## NEW ORLEANS ADVANCES PRICES

On October 5 the New Orleans roasters had decided on their rates of advance, as shown in the following telegram from our correspondent:

NEW ORLEANS, LA., Oct. 5.—All roasters here advancing prices, Saturday, 2 to 3 cents per pound on basis statement of Food Administration. Includes Merchants' Coffee Company, American Coffee Company, Southern Coffee Mills and others. Casanas has no statement regarding action by members of association.

E. K. PELTON.

[The last sentence refers to the National Coffee Roasters' Association.]

## Carry On! Buy More Liberty Bonds

## CHICORY CROP PROSPECTS

Chicory growers report that, while this year's acreage of chicory actually planted is not quite as large as usual, the present outlook is for a fair average crop. The crop of 1916 was almost a total failure, and last year's production was short, which will mean a bare market when the new crop begins to arrive. In an effort to offset this shortage, growers contracted for a larger acreage than usual this year, but farm hands were drafted for war work, and as a consequence the acreage was reduced.

One of the many patriotic signs posted in the National Cash Register Company at Dayton reads: "The road to Berlin begins at your bench."

## LIBERTY BONDS IN NEW YORK

## Fourth Loan Campaign is Actively Under Way in the Coffee, Tea and Spice Trades

THE coffee, tea and spice trades in New York have organized for the Fourth Loan, and are conducting a strenuous campaign in an effort to exceed the total of the Third Loan subscription, which amounted to \$2,628,950.

Reuben J. Ross, special representative of the Liberty Loan Committee, who was in charge of the Third Loan campaign in the trade, is again on hand. Headquarters have been established at 99 Front street, in the office of C. G. Bullard & Co.

John W. Edmonds, of Hard & Rand, is chairman of the Coffee, Tea and Spice Trade Committee. The other members are: James M. Montgomery, vice-chairman; Milton E. Hillman, secretary; W. H. Aborn, publicity, and H. L. Jones, chairman for Brooklyn.

The coffee trade committee is: Stephen H. Dorr, William Bayne, Jr., M. R. Maycr, Christian Arndt, Leon Israel, C. L. Meehan, T. S. B. Neilson, Frank C. Russell, Victor A. Cahill, Walter D. Stuart and B. B. Peabody.

The tea trade committee consists of T. Ridgway Macy, Robert L. Hecht, S. L. Davis and Thomas Dunne.

George S. Hutton and J. Melville Morris comprise the spice trade committee.

On October 8 the total subscriptions secured were approximately \$1,147,000. The quota for the trade is \$3,000,000, just twice that of the third loan amount. Some of the larger subscriptions secured thus are: Carter, Macy & Co., \$145,000; Hard & Rand, \$100,000; Leon Israel & Bros., \$50,000; J. Aron & Co., \$50,000; Winter, Son & Co., \$25,000; A. C. Israel, \$25,000; Sorenson & Neilson, \$20,000; J. W. Edmonds, \$15,000; H. F. McCreery, \$15,000; S. A. Schonbrunn & Co., \$12,500. The following subscribed \$10,000 each: J. H. Recknagel & Son, George F. Wiemann Company, John E. Johnson, Antioquia Commercial Corporation, Baker Importing Company, Irwin-Harrisons & Crosfield, A. Rosenthal & Sons and Williams, Russell & Co.

## Carry On! Buy More Liberty Bonds

## A GREAT HELP IN HIS BUSINESS

A. A. PIM, Eugene, Ore., writes: "Enclosed please find check for \$3.00, for which renew my subscription to your valuable Journal for two years. I consider this money well spent, as the information is a great help in my business."

**BENEVOLENT VALORIZATION**

**Government-Owned Corporation Planned to Stabilize the Coffee Market, Control Speculation and Protect the Consumer**

**B**ECAUSE of the increasing difficulty in handling the coffee situation in the best interests of the Allied Powers, Washington authorities are said to be working on plans for a Government-owned corporation to stabilize the coffee market here and in Brazil, control speculation, give the roaster a square deal and protect the consumer.

Among other contributing causes for this contemplated action is the charge that certain firms in the green coffee trade, by means of pyramiding purchases, are making excessive profits not contemplated when the revised coffee regulations permitting the averaging of profits were promulgated.

The War Trade Board, the Food Administration and the Shipping Board had formulated plans for the proposed corporation along lines similar to the sugar and wheat equalization boards, when the State Department intervened and the matter was held in abeyance, pending certain diplomatic representations and exchanges between the United States, Brazil and other coffee-producing countries.

Meanwhile much uncertainty prevails in the coffee trade. It is realized that any Federal buying plan is likely to lead to complete Governmental control of coffee distribution from importer to consumer. The trade is now facing the possibility of rationed supplies.

■ **Carry On! Buy More Liberty Bonds** ■

**"M & J" COFFEE BRAND PROHIBITED**

Because the public might be misled into believing it was purchasing genuine Mocha and Java coffee, the Federal Trade Commission has ordered the E. E. Gray Coffee Company, Boston, to discontinue use of its trade name "M & J," or to so qualify the term as to remove all possibility of such misunderstanding.

The Gray Company, which sells coffee blends composed of "Santos" and "Colombian" coffees, agreed to issuance of the Commission's order without introduction of testimony.

■ **Carry On! Buy More Liberty Bonds** ■

How sound is your patriotism? Will you back it up with your dollars? Money talks!

**GAS ROASTING TO SAVE COAL**

**Some Chicago Roasters Change Over at the Suggestion of the Local Fuel Administrator—No Order from Washington**

**A**CTING upon the suggestion of Harold Almert, Director of Conservation, Illinois Division, U. S. Fuel Administration, some of the large Chicago coffee roasters are changing their roasting equipments over from coal to gas. The plants of the Durand & Kasper Company and Chase & Sanborn have been so altered within the last six weeks.

No orders or suggestions to change over coffee-roasting plants from coal to gas have been issued by the Gas Section of the Fuel Administration in Washington, and at last accounts the Administration had no intention of placing any restriction on the use of coal for roasting coffee. Washington, however, admits that sometimes local administrators act independently, and this is apparently what happened in Chicago.

According to Mr. Almert, the Illinois conservation department "has initiated no investigation or issued any order" prohibiting the use of coal or coke by coffee-roasting establishments, but wherever the latter reported difficulty in getting supplies the department investigated, and in some cases advised changing over from coal to gas, thinking it was cheaper. But that was before the local gas company was granted a 65 per cent increase on gas for industrial consumption, making the roasters fuel cost considerably higher on gas than on coal. However, Mr. Almert says that, looking at the proposition from the viewpoint of the consumer, this increase means an added cost of only 1/100 of a cent a pound; wherefore, he put it up to the roasters as a body as to whether they wouldn't patriotically volunteer to make the change because of the expected winter shortage, even if it did cost them more, because only in this way would it be possible to supply householders and those industries which could not be reached with gas service or which could not use gas or oil.

■ **Carry On! Buy More Liberty Bonds** ■

**COFFEE PROPAGANDA OFFICE IN N. Y.**

The Sociedade Promotora da Defesa do Café, the Brazilian organization for promoting the consumption of coffee in this country, has opened an American office at 74 Wall street, New York, with Th. Langgaard de Menezes, the society's American representative, in charge.

## COFFEE ROASTERS TO CONVENE

**Annual Meeting of the National Coffee Roasters' Association Will Be Held at Cleveland, November 13-14**

THE eighth annual convention of the National Coffee Roasters' Association will be held November 13 and 14 at the Hotel Winton, Cleveland. Carl W. Brand, of the Widdar Company, Cleveland, chairman of the convention committee, states that it will be a strictly business and win-the-war meeting.

Mr. Brand was guest at a luncheon at the Bankers' Club of New York on the evening of September 25, attended by twenty-two members of the local branch of the national organization. He told them something about the plans for the coming meeting and urged a goodly representation from New York.

According to Mr. Brand one of the important topics to be discussed will be the feasibility of discontinuing the practice of prepaying freight charges, making them f. o. b. the point of shipment instead. He also stated that plans are under way for increasing the service rendered to members, and this will be taken up at the convention sessions.

In view of Cleveland's central location, and also because of the urgent need for fullest co-operation among coffee roasters in order to meet war-time problems, the convention committee anticipates a large attendance. A cordial invitation is extended to the ladies.

G. W. Toms, secretary of the organization, has requested that suggestions for subjects to be presented at the convention be submitted to him.

The members of the convention committee, in addition to Chairman Brand, are: John A. Brahney, The Wm. Edwards Company, Cleveland; Emmett G. Beeson, National Grocer Company, Detroit; M. H. Gasser, The Gasser Coffee Company, Toledo, and Frank S. Harmon, The Weideman Company, Cleveland.

The annual dinner is scheduled on the evening of Wednesday, November 13, at the Hotel Winton.

## THE ARMY'S TEA AND COCOA NEEDS

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Sept. 30, 1918.—The following lots of tea are to be purchased soon by the Quartermaster's Department of the army: 240 half packages of Ceylon; 144,572 pounds of English Breakfast, in bulk; 16,060 pounds of Oolong, in bulk; 360 pounds of Oolong, in fiber

cans; 27,818 pounds of gunpowder; 19,560 pounds of Young Hyson, in bulk. The Department will purchase 300 pounds of breakfast cocoa in 5-pound cans, also purchase 300 pounds of breakfast cocoa in 5-pound cans, and 77,640 pounds in half-pound cans.

The foregoing articles are for use in this country in addition to stocks already on hand. No tea is purchased in the United States for our overseas forces, it being brought direct from producing countries. LAMM.

**Carry On! Buy More Liberty Bonds**

## JAVA AND SUMATRA TEAS

Returns to the end of 1917 show that there were twenty-five tea plantations on Sumatra's East Coast, with a total area of about 8,000 hectares. The shipments in 1917 amounted to 3,583,274 half kilos, as against 3,066,880 half kilos in 1916 and 1,276,614 half kilos in 1915.

Total exports of tea from Java to Canada and America in 1917 were 32,568,000 half kilos, and from January 1 to May 1 1,542,000 to Canada and 8,872,000 to the United States, as against 1,230,150 during the same period of 1917.

**Carry On! Buy More Liberty Bonds**

## MUSIC FOR THE NAVY

The Lower Wall Street Business Men's Association's drive for donations of musical instruments for our sailors has developed a larger field than was anticipated. Unexpected calls are being received from the Red Cross and the War Camp Community Service as well as sailors.

Of the donations already made, 75 per cent have come from business women. To enlist the co-operation of other women a patriotic meeting for the fair sex was held September 26 at the New York Sugar and Coffee Exchange. Prominent men and women made speeches, and music was furnished by the Armed Guard U. S. N. Orchestra.

## COFFEE EXCHANGE PRESIDENT OUT

George W. Lawrence, who has been president of the New York Coffee and Sugar Exchange since January, 1917, resigned in September to devote his efforts more fully to his duties as head of the Coffee Division of the United States Food Administration. Mr. Lawrence has served the Exchange for nine years in the offices of president, vice-president and on the board of governors.

## COFFEE RULE CHANGED

## The Food Administration Has Amended Regulation No. 1 Covering Reasonable Profits on Green Coffee

THE Food Administration's regulations governing importers, wholesalers, retailers and all other dealers, either buying or selling green coffee, have again been amended. On September 11 an order was issued changing Rule 1, covering reasonable profits, to read as follows:

Rule 1. Licensees Entitled to Reasonable Profit—The licensee in any sale of green coffee shall take no more than a reasonable profit over the cost of the particular coffee sold, *provided that any sale of spot coffee shall be made at not more than a reasonable profit over the average cost of his entire stock of spot coffee.* Each growth of coffee shall be averaged separately.

The licensee in arriving at the cost shall include any gain or loss resulting from any actual hedging transaction on a coffee exchange. For the purpose of this rule an actual hedging transaction on a coffee exchange shall only include transactions in which the sale or purchase made is finally closed or offset.

In calculating the profit permitted by this rule the licensee shall not include the gain or loss from more than one hedging transaction on the same lot or stock of coffee. But the position of this transaction may be switched from one month to another, provided that all profits or losses from any hedging transaction, and all facts regarding the switching of any hedge from one month to another, are included in the licensee's reports.

The licensee shall keep any speculative account of the coffee exchange entirely separate from such hedging transactions, and the gain or loss resulting therefrom shall not be considered in determining the cost of his hedged stock of coffee.

Note 1. Attention is called to General Rule 23, governing all licensees, which prohibits the making of combination sales. Under that rule combination sales of two growths of coffee, for example, Rio and Guatemala, at an average price, or at separate prices that would give an excessive profit on either, are prohibited.

Note 2. This amendment applies to all sales made after the date thereof.

As regards trading on the New York Coffee and Sugar Exchange, the Food Administration warned the members that after September 13 trading in coffee for delivery in December would not be permitted, except for actual liquidation of December contracts outstanding at the time. The Exchange members were also warned that no member shall receive delivery for himself if he does not hold a license, nor for a customer who does not hold a license.

## NEW COFFEE IMPORT RULE

The War Trade Board has issued a new rule, No. 234, which is to the effect that coffee import

license numbers will in future be accepted by United States Consuls at the port of shipment only on direct information from the War Trade Board, either by cable at the licensee's expense or by mail, as desired. Consular agents are not permitted to accept license numbers furnished them by shippers, as they have heretofore done. Importers who wish their numbers called should immediately arrange for this service with the Bureau of Imports, War Trade Board, at Washington. The rule went into effect October 1.

■ Carry On! Buy More Liberty Bonds ■

## A CRITICISM OF TEA RATIONING

A British tea man in talking about the rationing of tea recalled that the London tea market season, according to immemorial custom, has been supposed to close on May 31. He pointed out that on that date this year the stock of tea in the United Kingdom was not less than 103,636,000 pounds, against an average at the same period for each of the previous six years of only 86,783,000 pounds.

Upon this he scouted the necessity for a system of rationing under which every tea drinker in the land should be limited to two ounces per week, and all dealers thereupon forced into a most deplorable scramble for customers to register with them for their supplies. He furthermore declared that the shortage in tea experienced last October and November was caused by the controlling authorities being unable to spare the ships to fetch it here from the producing countries. When the Government, however, began to deal in tea itself the ships were found, and the above-mentioned stock of over a hundred million pounds is the result. He added that the present stock was the largest at the end of May that has ever been known in the tea trade. It is perhaps small wonder that when these figures became known national tea rationing was postponed.

■ Carry On! Buy More Liberty Bonds ■

## NAVY AWARDS TEA CONTRACTS

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Sept. 23, 1918.—M. J. Brandenstein & Co., San Francisco, have been awarded a contract by the Navy Department to supply 150,000 pounds of tea to the Brooklyn navy yard at \$38.625, and 15,000 pounds of tea to the Mare Island navy yard at \$3.675.

J. C. Whitney & Co., Chicago, have secured a similar contract to also supply 150,000 pounds of tea to the Brooklyn navy yard at \$41.250.

## WHO'S WHO IN THE TRADE

### An Appreciation of Stephen H. Dorr, President of the New York Coffee and Sugar Exchange

**S**TEPHEN H. DORR, who on October 7 was elected president of the New York Coffee and Sugar Exchange, succeeding George W. Lawrence, is a happy choice for this important office. He has the confidence of his fellows, is senior partner of a firm of standing in the coffee trade, and has a clean-cut reputation for business integrity.

It requires more than ordinary tact and executive ability to conduct the affairs of the Coffee Exchange, especially under present war-time conditions. It is generally agreed that Mr. Dorr possesses the necessary qualifications and will be equal to the requirements. He states that he has certain plans in mind designed to increase the usefulness of the Exchange, but that many of them will doubtless have to await the end of the war.

Mr. Dorr was born in Orange, N. J. Before his education was completed his father died, and he was obliged to begin working at the age of sixteen. He has always been in the coffee trade, starting as office boy with Taylor & Taube, coffee and sugar brokers, New York. Before leaving this firm, at the age of twenty-one, to start in business on his own account, he had charge of the coffee department.

In 1898 he entered into partnership with Francis D. Arnold, son of B. G. Arnold, the well-known "Coffee King" of his day. The elder Arnold was the first president of the Coffee Exchange. Francis D. Arnold died in 1906, but the firm name continues as Arnold, Dorr & Co., and is to-day one of the leading coffee brokerage houses of the country.

Mr. Dorr's son, Goldthwaite H. Dorr, is serving in Italy with the Harvard unit Red Cross Ambulance. He has been awarded a Medal of Valor by the King of Italy. Mr. Dorr's oldest son, the late Stephen H. Dorr, Jr., has made the supreme sacrifice. He was in the United States Aviation Service, and was killed on August 20, 1917, while flying at Toronto, Canada. In testimony of his service to the cause an aviation field at Arcadia, Fla., has been named for him. Mr. Dorr's daughter, Virginia, is driving an ambulance for the Red Cross Ambulance Corps in New York.

Mr. Dorr has been vice-president of the New York Coffee and Sugar Exchange for one year

and a member of the board of governors for eight years. He was chairman of the New York Coffee, Tea and Spice Trade Committee for the Third Liberty Loan. He was a member of the Coffee Advisory Committee lately appointed by Herbert Hoover to co-operate in matters affecting the coffee trade.

Mr. Dorr is prominent socially, not only in his home town at Nutley, N. J., but also throughout Greater New York. He is a member of the Yountakah Country Club, Nutley, N. J.; the Wyandanch Club, Smithtown, L. I., and the New York Club and Downtown Association of New York.

## YOUTH AND THE LURE OF COFFEE

James Lane Allen, in *The Kentucky Warbler*, again tells a tale of the Blue Grass country and of a young hero who wanders after a bird's note to find romance and the key to his own locked nature.

Here is an incident from his first forest adventure: "There was one tree he curiously looked around for, positive that he should not be blind to it if fortunate enough to set his eyes on one—the coffee tree. That is, he felt sure he'd recognize it if it yielded coffee ready to drink, of which never in his life had they given him enough. Not once throughout his long troubled experience as to being fed had he been allowed as much coffee as he craved. Once, when younger, he had heard some one say that the only tree in all the American forests that bore the name of Kentucky was the Kentucky coffee tree, and he had instantly conceived a desire to pay a visit in secret to that corner of the woods. To take his cup and a few lumps of sugar and sit under the boughs and catch the coffee as it dripped down. . . . No one to hold him back . . . as much as he wanted at last. . . . The Kentucky coffee tree—his favorite in Nature!"

## PRIORITY FOR COFFEE

Coffee and baking powder are listed among the foods which the War Industries Board has grouped in Class 1 of its priority classifications. This list governs the supply of fuel, labor, materials, capital and transportation facilities.

Food containers and cotton, jute and hemp bags are placed in Class 4.

 **Carry On! Buy More Liberty Bonds** 

The chief business of the tea and coffee trade to-day is to help win the war.

## SPICES AND EXTRACTS

A department of particular interest to spices importers, grinders and dealers and manufacturers of flavoring extracts, perfumes and toilet preparations.

### NEW SPICE SECTION APPROVED

The Formation of a Grinders' Auxiliary to the American Spice Association Has Been Agreed Upon

AT a meeting held in New York on September 25, the directors of the American Spice Trade Association approved the organization of the American Spice Grinders' Section of the parent body. A special meeting of the association has been called for October 23 in New York to pass on the directors' action, and also to discuss the question of increasing the dues, engaging a paid secretary and a permanent counsel for the association and other pressing matters of interest to the spice trade generally.

The American Spice Grinders' Section was first proposed at the last annual meeting of the Spice Trade Association for the purpose of broadening the service of the association to its manufacturing members. At that time W. W. McCormick, John Clarke, R. E. Heekin, J. W. Koehman and J. D. Warfield were appointed as a committee to canvass the situation and report to the directors.

The committee reported at a two-session conference held in New York early in September. John Clarke, who is vice-president of the American Spice Trade Association, first presided as chairman, but made way for S. J. Sherer, of the Sherer-Gillet Company, to represent the manufacturing element of the association. N. L. Schmid, of the Woolson Spice Company, was chosen temporary secretary. During the conference it developed that if the spice association could not accept the proposal the grinders would try to form a section with the American Specialty Manufacturers' Association.

F. H. Millard, representing the U. S. Food Administration, asked the spice men present to do their utmost to economize in the use of tin and steel, and to do away with the use of all-metal and uneconomical cartons. The conference discussed Mr. Millard's recommendations, and resolved to eliminate all small packages for ground spices, other than 2-, 4-, 8- and 16-ounce containers and hulk packages smaller than 6 pounds. The spice men also agreed to substitute paper and

fiber packages for all-tin and tin top-and-bottom containers as soon as their present stocks of metallic cartons are used up.

The following firms interested in the spice trade were represented at the meeting:

Austin Nichols Company, B. Fischer & Co., Knickerbocker Mills Company, and John Clarke & Co., of New York; Clawson & Co., A. Colburn Company, J. K. Laudenslager, McIlvaine Bros., L. H. Parke Company, and Weikel & Smith Spice Company, of Philadelphia; McCormick & Co., and W. H. Crawford Company, of Baltimore; Hanley & Kinsella Coffee & Spice Company, St. Louis; Heekin Spice Company, Cincinnati; Sherer-Gillet Company, Wixon Spice Company, and Thomson & Taylor Spice Company, of Chicago; Jones Bros. Company, Brooklyn; D. & L. Slade Company, Boston; Widlar Company, Cleveland, and the Woolson Spice Company, Toledo.

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### EXTRACT MAKERS' TROUBLES

Some of the Vexing Problems Which Are Disturbing Manufacturers of Food and Beverage Flavors

THE flavoring extract manufacturing trade has been in an unsettled condition for several months, owing to Internal Revenue regulations. To clear up the uncertainty existing in the minds of members of the Flavoring Extract Manufacturers' Association, President F. P. Beers recently headed a committee of six to confer with Deputy Internal Revenue Commissioner West at Washington.

Some of the matters that have been disturbing the trade are: statements by some local revenue inspectors to retail merchants that they should have an internal revenue license to handle flavoring extracts, even when sold for proper purposes; declarations by certain inspectors that all preparations containing non-beverage alcohol should be labeled, "This preparation has been made with non-beverage alcohol, and the sale or use thereof for beverage purposes will render the vendor or user liable to severe penalties"; rumors that flavoring extract manufacturers using non-beverage alcohol might have to take out rectifiers' licenses, and wholesalers and retailers of those



extracts might have to have wholesale and retail liquor dealers' licenses.

At the conference Commissioner West said that retailers do not require a license, that the label quoted above is not necessary except on such articles as are generally used by physicians and pharmacists, and that rectifier and liquor dealer licenses are not required unless the articles are sold for beverage purposes. The Commissioner also suggested that extract manufacturers, wholesalers and retailers, advise the Washington officials if an inspector or collector endeavors to assess licenses against them.

At the hearing the committee was informed that the Internal Revenue Department insisted upon a standard for sub-standard non-alcoholic beverages, and that manufacturers would be required to live up to it. The association was asked to submit standards, and has the matter under consideration.

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### SPICE PRICES IN CANADA

In the Past Year Quotations Have Shown a Sharp Advance and Supplies Are Hard to Find

[SPECIAL CORRESPONDENCE]

KINGSTON, ONT., Sept. 13, 1918.

**D**URING the past year the prices of spices in Canada have risen sharply, and importers find it difficult to obtain supplies in sufficient quantities to take care of the demand. Peppers, which a year ago sold at 35 to 38 cents for black and 38 to 45 cents for white, are now 44 to 46 cents and 50 to 55 cents a pound, respectively. Cloves are reported rather scarce and in moderate demand; prices which last year ranged from 40 to 55 cents are now 75 to 85 cents a pound. Allspice is in active demand in a rising market.

It is stated that stocks of nutmegs in first hands are small and poorly assorted; prices during the year have advanced about 5 cents a pound. Gingers show little change, though Jamaicas are higher owing to brisk export demand which has depleted spot stocks; prices ranged from 25 to 35 cents a year ago and are now 30 to 40 cents. Paprika is higher in price, due to existing conditions of transportation, the bulk of supplies coming from Spain with few bottoms available.

Many grades of seeds and herbs are quite active. Importers are finding that, because of high prices abroad, they are able to use spot stocks to advantage to fill urgent orders. Spot supply, as a consequence, has been depleted, and celery seed,

caraway and thyme are considerably higher. Mustard seed, which brought 25 to 30 cents a pound last year, is 38 to 45 cents to-day.

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### GADELOUPE'S VANILLA CROP

A Bumper Harvest Was Produced in the First Five Months of 1918, and Most of It Was Sent to the United States

[SPECIAL CORRESPONDENCE]

GADELOUPE, F. W. I., July 16, 1918.

**T**HE crop of vanilla harvested and cured during the first five months of 1918 proved to be the best that Guadeloupe has ever produced. The following table gives the figures for the exports of vanilla and vanillon during 1915, 1916, 1917 and the first six months of 1918:

Year	Total Exports		Exports to United States	
	Pounds	Value	Pounds	Value
1915.....	42,441	\$48,372	34,842	\$37,630
1916.....	69,401	68,382	51,370	44,971
1917.....	41,985	67,824	37,000	62,070
1918 (Jan. 1-June 30).....	.....	.....	69,632	112,067

Figures for the total exports of these products during the first half of 1918 are not available, but it is an established fact that almost all of the shipments went to the United States.

In spite of the exceptionally large crop prices for both green and cured beans did not fall below those paid during 1917, the average prices for both years having been 4 francs per kilo for green beans and 20 francs per kilo for well-cured beans. There were several new buyers in the field, and competition was keen.

Most of the exporters succeeded in shipping their goods before the War Trade Board prohibited the importation of vanilla from the West Indies, but two or three of them delayed too long and now have stocks on their hands. Estimates as to the quantity of cured beans now in Guadeloupe vary widely, but it is very probable that the total does not exceed 18,000 pounds. H. T. W.

■ Carry On! Buy More Liberty Bonds ■

### ESSENTIAL OIL REAPPRAISEMENT

On reappraisal of a shipment of essential oil from Batavia, Java, the Board of General Appraisers, New York, set the rate at 8 florins instead of 4.26 florins, as entered. The drums were added.

### NEW YORK SPICES UNIFORMLY GOOD

A survey of the quality of spices used by New York City sausage manufacturers indicates that

the various spices on the market in New York are uniformly up to standard. Of forty-four samples tested only ten showed variations from the Department of Agriculture's standards, and these variations were so slight as to be negligible.

Carry On! Buy More Liberty Bonds

### GROCERY TRADE DIGEST

The most important news happenings of the month boiled down for busy readers.

#### GROCCERS BEHIND PAPER SAVING DRIVE

Both wholesale and retail grocers have been requested by the War Industries Board to co-operate in the conservation of the paper supply. The Pulp and Paper Section declared in its bulletin to grocers that pulp and paper mills have been placed upon the preference list with the express understanding that all waste be eliminated and every possible economy be practised. The statement also pointed out that "Grocers are important users of paper and are expected to make a substantial curtailment in their annual requirements. Unless they do this their supply for essential purposes cannot be maintained."

#### MACARONI PACKAGES STANDARDIZED

Several representatives of the alimentary paste industry recently agreed to hereafter restrict themselves to putting up their macaroni, spaghetti and noodles in three standard size packages.

#### SALT MEN ON CONSERVATION BASIS

Salt producers have agreed to the Food Administration's request to conserve war necessities and will pack their product in only five, ten, twenty-five and larger standardized cotton sacks. When packed in wood the barrels will be hooped with wood instead of steel.

#### THE SUGAR SITUATION

America, which exported 140,000,000 bushels of wheat in the closing crop year, where less than 20,000,000 bushels surplus appeared, is called upon now to exercise like virtue with sugar. The burden of maintaining Allied supplies falls on our resources. No sugar comes from Central Europe, none from Java; from Hawaii and West Indies less than usual. French sugar territory is overrun by German armies; French sugar mills are

taken and destroyed. Submarine sinkings and losses by hattle have cost us great stores; labor shortage makes inroads on production.

For England the allowance is two pounds of sugar a month; for France, one pound; for Italy, one pound. America seeks to share equally with all who sit at the common table, joined in the common defense.

#### CALIFORNIA GROCERS SHORTENING CREDITS

Taking a leaf out of the wholesalers' book, the California retailers are beginning to restrict credits to 30 days, and where feasible to put everyone on a cash basis. When credit is granted the grocers are being urged by their association to secure references and to investigate thoroughly the customer's financial ability to pay the bills. They also are asked not to carry more than forty to sixty days' supplies, even of such goods as are not restricted by the Food Administration.

#### CANNERS TO MEET AT CHICAGO

The National Canners' Association and Allied Industries will hold their 1919 convention in Chicago, at the Hotel La Salle, during the week beginning February 10.

#### WHOLESALE GIVE UP TIN CARTONS

The War Service Council of the National Wholesale Grocers' Association recently agreed with the Food Administration that no item in the grocery list, the resolutions state, shall be packed in containers made wholly or partly of metals, unless it can be shown that the use of metal is essential to the preservation of the food. The change is to be made as soon as possible, but syrups, oils and molasses are excepted.

#### NO BUTTER IN LESS THAN POUND CARTONS

To prevent the waste of labor and parchment paper, cartons made for units of butter less than a pound will be prohibited after January 1, it was announced at the St. Louis Food Administration. The retailer will be permitted to cut and sell any amount less than one pound, but cannot keep it in quarter and half-pound packages.

#### GROCERS TO BUY DIRECT

The Wheeling Wholesale Grocery Company has been formed by eighteen prominent retail grocers of Wheeling, W. Va., and a meeting has been called for September 30 to perfect the organization. The grocers who have signed up in the corporation are: John H. Welty & Sons, W. J. Kaiser, A. F. Udrich, M. J. Agnic, V. J. Korn,

Edward A. Neibaus, Edward A. Starnier, Frederick Vieweg II, E. Friedrich, R. A. Frantz, E. C. Leonhart, George Kress, William A. Schaffner, W. E. Helfenbine, A. T. Armbruster, William P. Scott, J. E. Rabb and W. A. Drichorst.

#### LEGGETT OFFICERS ELECTED

At the annual election of directors of Francis H. Leggett & Co., September 5, 1918, Charles T. Ward, manager of the manufacturing department, and who has been associated with the firm for upward of twenty-five years, was elected vice-president and general manager; John C. Jubring, president; Theo. Whitmarsh, vice-president; Robert E. Nuese, secretary; George J. Struss, treasurer; Thomas S. Vallette and Henry Brunie complete the board.

#### COOKED MACARONI AND SPAGHETTI DROPPED

The packers of cooked macaroni and spaghetti recently agreed to give up the use of tin containers. A prominent manufacturer explains that so far as he knows there is no suitable container to be substituted for tin, and under the circumstances the canneries will be closed for such a period as the Government sees fit.

#### RICE ASSOCIATION ASKS FOR HELP

The Southern Rice Growers' Association recently had the following to say in a letter to contract members: "Inasmuch as the working force of the Southern Rice Growers' Association has been taken over by the Food Administration, the commission of 6½ cents per barrel will not be charged our contract members, and the association, therefore, will not have sufficient revenue to pay the expenses of continuing." The directors appeal to each planter under contract to pay a commission of 2 cents per sack on the 1918 crop to defray the expenses of maintaining the organization during the war and to provide the funds for the season of 1919.

#### SHREDDED WHEAT CASE TO BE SETTLED

Final testimony in the Federal Trade Commission's case against the Shredded Wheat Company, charging unfair practice, was scheduled to be taken early in October. The original complaint was made about two years ago, and has created wide interest in the grocery trade.

If Germany wins this war you won't have any tea and coffee business. Put your trust in America's fighters and back 'em up with your dollars. Buy Liberty Bonds.

### PATENTS AND TRADE MARKS

¶ Subscribers and advertisers may consult this bureau without charge except that postage for reply must accompany all inquiries; there are no fees for trade-mark searches.

Address all communications to Patent and Trade Mark Service, THE TEA AND COFFEE TRADE JOURNAL

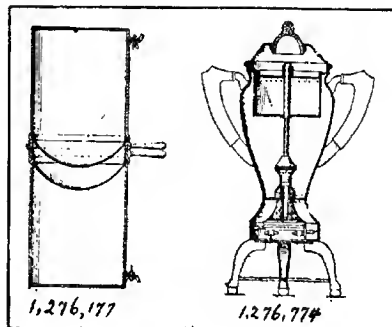
### PATENT OFFICE RECORD

Patents Granted, Trade Mark Applications, Certificates Issued and Labels and Prints Registered During the Month

[STAFF CORRESPONDENCE]

WASHINGTON, D. C., Sept. 30, 1918.

HERE follows a complete record of the activities of the United States Patent Office during the month, in so far as they apply to the tea, coffee, spice and general grocery trades:



#### PATENTS GRANTED

*Coffee Pot*—James B. Cooley, Bath, N. Y. (No. 1,276,177.) The herein described coffee pot comprising mating cup-shaped sections having grooves in their walls adjacent their open ends, bands secured around said walls adjacent the grooves, a hinge connecting said bands at one point, and handles projecting from said bands at a point diametrically opposite the hinge; combined with spring rings for insertion in said grooves, fabric bags carried by said rings, respectively, and a manually-controlled outlet from each section.

*Coffee Percolator*—Frank Kuhn and Frank E. Shailor, assignors to the American Electrical Heater Company, Detroit, Mich. (No. 1,276,774.) In a percolator, the combination with a receptacle for the liquid having a hot-well in the bottom thereof, of a font comprising a tube with the lower end thereof registering with said hot-well, a recep-

tacle for the granular material sleeved upon said tube and seated on a shoulder thereon, the bottom of said receptacle being perforated and the side walls being imperforate in the lower portion thereof, and a perforated cover for said receptacle having an outwardly-extending flange perforated to form overflow drain apertures.

*Beeverage Extract*—Warren Henry White, Tacoma, Wash. (No. 1,276,298.) A solid soluble beverage extract comprising cacao products, pulverized extractive matter of a roasted cereal, peas and caramelized saccharine matter.

*Process of Recovering Caffein*—Luigi Fontanelli, Ferrara, Italy. (1,273,054.) A process of obtaining caffein from the soot produced in the roasting of coffee, which comprises heating said soot in a restricted current of a gaseous medium, thereafter cooling the gaseous medium carrying the vaporized caffein and condensing the caffein therefrom.

## WEEK ENDING AUGUST 6, 1918

"Grocceteria." (91,100.) Grocceteria Stores Co., Seattle. Foods and ingredients of foods.

"J Blue Jay." "J" with blue bird. (99,350.) Jaburg Bros., New York. Allspice, cloves, cinnamon, coffee, cocoa and certain other foods.

"Arbeco." (107,540.) Robert Buttlar & Co., New York. Coffee, tea, ginger, white pepper, cloves, cinnamon, allspice and pepper.

Rising sun in half circle. (110,065.) Birmingham Macaroni Co., Birmingham, Ala. Macaroni, spaghetti and macaroni paste.

"Old Glory." (111,639.) The Woolson Spice Co., Toledo. Coffee.

"Lotan." (111,793.) Manuel Betancur, New York. Coffee.

"Urn Gold." (111,824.) The Pure Food Specialties Co., Toledo. Coffee.

## WEEK ENDING AUGUST 13, 1918

"Valley Rose." (95,590.) Eldridge, Baker Co., Boston. Tea and coffee.

"Our Mill" (101,272.) The Neosho Grocery



TRADE MARKS WHICH HAVE BEEN FAVORABLY ACTED UPON BY THE PATENT OFFICE

## TRADE MARKS REGISTERED

Here is a list of trade marks which have been registered and for which certificates have been issued:

"Topan." (122,430.) Brewster, Gordon & Co., Rochester, N. Y. Tea. First use, May 15, 1893.

"Tonic." (122,431.) Brewster, Gordon & Co., Rochester, N. Y. Tea. First use, May 15, 1893. Registered Aug. 20, 1918.

## TRADE MARKS PENDING

The following trade marks have been favorably acted upon. Any person who believes he would be damaged by the registration of a trade mark, may within thirty days enter opposition to prevent the proposed registration. All inquiries pertaining to these marks should be addressed to THE TEA AND COFFEE TRADE JOURNAL, 79 Wall street, New York City:

Co., Neosho, Mo. Canned fruits and vegetables, rolled oats, rice and tea.

## WEEK ENDING AUGUST 20, 1918

"Tree." (99,914.) M. J. Brandenstein & Co., San Francisco. Tea.

"Tree" and drawing of a tree. (99,915.) M. J. Brandenstein & Co., San Francisco and New York. Tea.

"Old Tavern" on a tavern sign. (105,569.) The Berdan Co., Toledo. Flavoring extracts for food and certain foods.

"Hummer." (107,656.) Schull & Co., Indianapolis. Tea, coffee and certain foods and ingredients of foods.

"Planters" on a black diamond and a caricature. (108,719.) Planter's Nut & Chocolate Co., Wilkes-Barre. Peanut butter and other peanut products.

"Fragroma." (111,705.) McCormick & Co., Baltimore. Food flavoring extracts.

## WEEK ENDING AUGUST 27, 1918

"Advo." (111,526.) McCord-Brady Co., Omaha. Certain named grocery specialties.



## FOR OUR BOYS OVERSEAS



¶ Bits of verse and inspirational prose that make for comfort and better cheer. News of members of the trade in service at home and abroad.

### MEN OF THE BLOOD AND MIRE

We whom the draft rejected;  
We who stay by the stuff;  
We who measure our manhood  
And find that it isn't enough;  
We who are gray and hundered;  
We whom the trades require—  
Will you permit us to hail you,  
Men of the Blood and Mire!

We of the thundering forum;  
We of the pen and press;  
We who are pouring our utmost  
Into our land's success;  
We of the Cross and Triangle,  
Lofty in deed and desire—  
God, how we shrivel before you,  
Men of the Blood and Mire!

Aye, we are square with conscience—  
We are reservists all;  
Aye, when your ranks are gaping,  
We will fight where you fall;  
Yet, while we wait, your altar  
Flames in the gas and fire—  
We are the shade of your glory,  
Men of the Blood and Mire!

—DANIEL M. HENDERSON in "Everybody's Magazine."

### BRAIN POWER WILL WIN THE WAR

The reason Germany wins battles is brain power, not man power. The war will be won through a judicious expenditure of brain power rather than a stupendous expenditure of man power.—G.F.N. ENOCH HERBERT CROWDER.

### "INDUCTED INTO SERVICE"

Two San Francisco negroes were discussing the possibilities of being drafted.

"'Tain't gwine do 'em any good to pick on me," said Lemuel, sulkily. "Ah certainly ain't gwine to do any fightin'. Ah ain't lost nothin' oveh in France. Ah ain't got any quarrel with a-n-ybody, and Uncle Sam kain't make me fight."

Jim pondered over this statement for a moment. "You is right," he said at length. "Uncle Sam kain't make you fight. But he can take you where de fightin' is, and after that *you kin use you' own judgment*."—"Everybody's."

### THE TRADE'S ROLL OF HONOR

The Latest Information Concerning Those Men in the Trade Who Are Fighting for America and Her Allies

THIS month we record some more names of tea and coffee men entering army and navy service.

#### IN MILITARY AND NAVAL SERVICE

OLIVER J. CONWAY, a tea man with William Mann, of Boston, for several years, has been in the United States air service for more than a year. He is with the 633d Aero Supply Squadron at Kelly Field, San Antonio, Tex.

ALEX OWEN, of Williams, Russell & Co., New York, was commissioned a second lieutenant in September and attached to the "Fighting Q. M's."

SERGEANT TOM J. MEEHAN, of P. C. Meehan & Co., New York, is with Battery B, 305th Field Artillery, 77th Division, now fighting the Germans in France.

CAPTAIN CHAS. McDOUGALL, of Arnold, Dorr & Co., New York, is fighting with Co. D, 102d Supply Train, somewhere in France.

FRED ANDERSON, of E. H. & W. J. Peck, New York, is a Marine on the S. S. *Frederick*. When his ship reaches port he generally visits Front street.

#### "THOSE WHO BEAR THE STAR"

ROY JACOBSON, for several years coffee salesman with Russell & Co., New York, and for a year and half prior to his joining the army head of the Rodja Coffee Company, 130 Front street, New York, was killed in action in France on August 27. He was about 28 years of age and unmarried.

## A GREETING FROM FRONT STREET TO THE BOYS IN SERVICE

By W. H. ABORN, President

The Soldiers' and Sailors' Welfare Society of the Green Coffee Trade

*When we've turned the old world over and put things right again,**I'll come a-walking slowly--all down the Water Lane--**I may not have to whistle, just like I used to do,**For some one will be waiting--and surely 'twill be you.*

I N the village of East Hamp-covered cottage, with a little its east end, and affording a the front of the house. One name of John Howard Payne, that little cottage, his old tion of the moment he gave of "Home, Sweet Home."

Front street must come to wherever you are, with some-thoughts of your home. Do picture in your mind's eye, the Wall street as it broadens out in its reach toward the ferry? Along that street you have pegged up and down many, many times.



W. H. ABORN

ton, L. I., there stands a vine-lean-to kitchen poked out on view of the road that runs by day a man in England, by the let his thoughts drift back to home, and under the inspira-the world the immortal words

you boys in the uniform, thing that is akin to your you still carry the familiar old car track, the Lane, and

To-day, in lessening numbers, others are doing the same thing, yet the "Street" is not the same; there is a strangeness here that makes all uneasy and restless. Our thoughts are not here, the trend of the "Street" gossip shows that--it's about a letter from Tom or a postal from Charlie, welcome reminders that the old conditions have changed. But the comradeship never lags and our memories keep fresh the old associations.

It is a curious fact, boys, that in a strange way your presence still dwells among us, and we cannot forget, even if we would, for the old Coffee Trade is very proud of her particular boys in the uniform, proud that the best manhood of each is playing its part nobly and strongly. In the background stand your friends here at home to support the country's best efforts, in order that all shall go well in the end.

More go, many are to leave us soon, the circle narrows, yet it will be but to knit stronger the bond of friendship that is the natural product of Front street associations. Rest assured, the Old Guard will be on the job as long as there is a man left or the "Street" a fact. A friend's greeting goes out to those "over there," whether he is in the air, on the sea, under the water or doing his bit in his own country.

"God be with you 'til we all meet again."

## LETTERS TO THE EDITOR

Some of the tea and coffee boys in service manage to find time occasionally to write to the editor about their experiences in the army and navy.

## THE LIFE OF A MARINE

S. L. ANDERSEN, of E. H. & W. J. Peck, New York, who is in the navy, recently wrote an in-

teresting letter about his life aboard ship. He is doing patrol duty and says it is a busy life. "When we come in," he writes, "we stay just long enough to put on stores and fuel and then out again for twenty or thirty days." His patrol takes him from Halifax to Florida. Six times he has been across the ocean to within 100 miles of the English and French coasts. Mr Andersen's address is now Pvt. S. L. Andersen, Marine

Oct. U. S. S. Frederick, care Postmaster, New York.

#### A NEW YORK BOY IN FRANCE

JOHN HOCK, JR., of Geo. W. Lawrence & Co., New York, writes that he arrived in France on June 27, after a pleasant though somewhat exciting trip of 12 days on the ocean. He evidently is concerned about missing his copy of the "Blue Book," for he writes: "Shall appreciate it very much if in the future you forward my copy of THE TEA AND COFFEE TRADE JOURNAL to me here. Haven't received a copy since leaving Camp Wadsworth, S. C., last May, and I therefore am 'out of the running' so far as 'coffee dope' goes. It goes without saying that I welcome news from the old 'Street.' His address is Reg'tl Sergeant John Hock, Jr., Headquarters, 102d Ammunition Train, A. E. F., France.

#### BRITISH CAPTAIN VISITS BOSTON TEA MAN

CAPTAIN ALISTER ST. CLAIR CAMPBELL, son of Alexander Campbell, of the Shanghai tea firm of that name and a captain of the Argyll and Sutherland Highlanders, recently was a guest of Wm. Mann, Boston tea importer. Captain Campbell is recuperating from wounds received on the Western front, and is on a six months' special mission in the United States for his Government, delivering lectures on the war. Captain Campbell enlisted in Shanghai shortly after the outbreak of war in 1914, and has participated in many of the larger battles, notably Loos, the Somme and Arras. He has been wounded twice and also was incapacitated through fever and blood poisoning of his foot.



CAPT. CAMPBELL, OF THE HIGHLANDERS

#### WITH THE AMERICAN FIELD ARTILLERY

HALVOR HAUCH, the younger son of Halvor Hauch, ex-president of the California State Retail Grocers' Association, writes that he is in a quiet sector in France, and finds acting as relief company clerk a pleasant change from the monotony of grooming field artillery horses and washing harness. He qualifies the term "quiet" by stating that frequently the boches direct twenty or thirty big shells their way, but so far without doing damage. He says that the soldiers fear aerial attacks more than gas, bayonets or shells. In describing aerial activities he relates that "on clear nights you can often see the sky dotted with the flash of machine guns and hear the bursts of hundreds of anti-aircraft shells." Mr. Hauch's address is Headquarters Co., 6th F. A., A. E. F., France.

## WAR GOSSIP IN FRONT STREET

The Latest News About Men in the Service as Reported in Tea and Coffee Circles

WAR talk forms a large part of the gossip in Front street these days, the more important of the items current during the month appearing in this column:

It is reported in Front street that Lieut. "Ted" Israel, of J. Aron & Co., is to be transferred from the New York "Q. M.'s" office to Camp Meade, near Washington, D. C.

Frank Meehan, of Mitchell Bros., entered the Officers' Training School at Camp Lee, Va., in September. He had a narrow call, a bad arm nearly being the cause of his disqualification. On a recent visit he said Front street is a rest cure as compared with his present job.

Private A. C. Poth, of Davison & Murphy, whose address is A. P. M. Base, Section No. 4, S. O. S., La Havre, France, is doing special detail in that city. He reports pleasant surroundings and that his eyes and wound are much improved.

Harry Goldhart, of Sprague & Rhodes, is enjoying army life in the vicinity of Bordeaux.

Nelson Hendrickson, of Arnold, Dorr & Co., received a hearty welcome from the New York trade on a recent furlough.

Arthur Langholz, of Arnold, Dorr & Co., recently visited Front street for a day.

Victor Byrne, of Edward Bleecker & Co., is a seaman on the biggest ship of all, and crossing the pond has become a weekly incident in his life.

Ermanuel Glazer, of C. A. Mackey, now with the 221st F. A., A. E. F., has seen active service. He was gassed and in hospital for a short time. Writing to his parents he said he is alright, not to worry about him. "The Huns are on the run; will be home Christmas."

Frank Goldhart and Fred Satink have been shipped "overseas." Incidentally, Frank was married before leaving. He was evidently sponsored by Lou Tyler.

George Peabody, John Banzhof and Howard Mailler, of Charles F. Blake & Co., are doing their bit in the 71st Regiment, N. G. Auxiliary Corps.

Harry Howell, of T. Barbour Brown & Co., has qualified as sharpshooter, and by his high record in shooting is in the first rank.

Joseph Lyman, the well-known pen-and-ink artist, whose cartoons have appeared in THE TEA AND COFFEE TRADE JOURNAL, is at Camp Syracuse as a private in the limited service class. Owing to an athlete's heart he is kept out of general army service, much to his disappointment.

Lou Tyler seems to be glad he is in the draft. Some of his friends suspect he has read so much about the French girls that he wants to go across and look them over himself.

Frank Russell and Fisher Bullard have applied for admission to the next officers' training school session. If Fisher gets by he has promised to uphold his reputation and become the best dressed man in the army.

A TRADE LOOKER-ON.



## HOW TO HELP WIN THE WAR



¶ Practical suggestions for the solution of war-time problems by leaders in the tea and coffee trade. A digest of national activities in which all may participate or to which they may lend a hand.

"OUR TASK—TO WIN THIS WAR." —PRESIDENT WILSON.

### LIBERTY BOND SALES PLANS

#### Some Methods Used by Leading Trade Firms in the Third Loan Which Can Be Adapted for the Fourth Drive

THE close of the Fourth Liberty Loan campaign is now only a few days off—subscription lists will be closed October 19. Before that day the United States must raise \$2,000,000,000 with which to carry the war with the Huns to an early victory.

The tea, coffee, spice and allied trades made a conspicuous showing in the last bond drive, and in this campaign are expected to far exceed all previous efforts. Leading members of the trade are using again the methods they found so successful in the Third Loan.

In the Third Liberty Loan the New York tea, coffee and spice interests subscribed \$2,631,750. This amount, according to the Liberty Loan Committee of New York, is sufficient to buy one destroyer, one coast submarine and one eagle class submarine chaser, or twenty 6-inch naval guns, rifles for ten battalions of infantry, sixty motor ambulances, two base hospitals, each having 1,000 beds, nine combat airplanes, six machine guns, two army wagons and one torpedo.

The majority of firms found that the installment plan adopted by the New York Liberty Loan Committee was eminently satisfactory. The Morey Mercantile Company, coffee importer and roaster, Denver, Col., used this plan, the company buying bonds and selling them to the Morey Savings Association, a co-operative organization of Morey employees. The association sold them to individuals on the twenty-payment basis, and if a member found it impossible to carry out the obligation the association took up the bonds at par. By this method the Morey Mercantile Company was able to sell a great many more bonds than it would have if it had asked for larger payments or had not guaranteed the employees

against loss through inability to carry out the pledge.

B. Fischer & Co., New York, importers of tea, coffee, spice and rice, assured their employees they stood ready to lay outright all the bonds they agreed to take on the one-dollar-per-week-payment plan. This plan enabled the firm to get practically a 100 per cent distribution of bonds.

Answering our letter asking for its experience in connection with the last loan, the W. S. Quinby Company, coffee roaster and importer, Boston, writes: "We have been very happy in the fact that our organization has been 100 per cent perfect in subscriptions to each loan. We know that some of our employees did actual sacrifice from a purely sentimental standpoint. It happens that we had the pleasure of serving the Government in a very large way for a little more than a year past; and the fact that we were running 24 hours a day a portion of the time no doubt created excitement and enthusiasm and stimulated the thought of helpfulness and duty throughout our entire force. We have no doubt our employees will respond 100 per cent perfect when the next loan comes."

The American Coffee Company, coffee, tea and spice importer, New Orleans, adopted the part payment plan, selling bonds to the employees either on the weekly or monthly installment basis. The company says this plan worked out quite satisfactorily for all concerned.

The McFadden Coffee & Spice Company, Du-laque, Ia., also used the installment plan, but placed the campaign in the hands of one of its most popular employees, who gave up most of his time to the work. The company reports that all its employees subscribed liberally.

Charles Lewis, president of the James Heekin Company, coffee roaster, Cincinnati, says that all Heekin employees subscribed to their utmost. They also contributed liberally to the Red Cross Trangle Association, and are 100 per cent Thrift Stamp buyers. The work of the company's sec-



retary and treasurer, James J. Heckin, as captain of one of Cincinnati's twenty-six Liberty Loan committees, helped to stimulate the enthusiasm of the Heckin Company's employees.

The New Orleans Can Company, manufacturer of lithographed tin cans, tells of an inspiring incident in its own organization. Harry Hardie, vice-president of the company, writes that during the summer a high school boy has been working in the plant and has invested his entire wages in Government war securities, and when he was slightly hurt a short time ago he also placed the compensation received for the injury to the payment of more bonds.

E. B. Harral, the New Orleans coffee broker, relates that not only has his firm and its employees invested all their spare savings in Liberty Bonds, but in many cases individuals have borrowed money with which to buy more securities.

W. M. McCormick, reporting for McCormick & Co., the Baltimore spice house, said: "We found that the system adopted by the New York Liberty Loan Committee, and also used in Baltimore, which allows the purchaser to pay for his bonds on the instalment plan—he having a book of coupons very much on the order of a mileage book, which can be turned in at any bank or trust company in the district—is very economical and helpful. It has proved satisfactory in every respect." Mr. McCormick was chairman of the State Bank Committee of Baltimore City during the last bond sale.

The Continental Paper Bag Company, New York, featured the campaign in its organization by means of raffling a \$50 bond, which was contributed by Gerald Fox, manager of the specialties department, who since then has joined the colors. Every buyer of a bond was entitled to a chance on the prize. The company reported sales of about \$12,000, not including the bonds bought by the firm or its officers. Two raffles were recently held and the proceeds turned over to the New York Sun tobacco fund for smokes for the boys "Over There."

Stewart, Carnal & Co., coffee importers, New Orleans, write that despite the serious hampering of business by Government regulations, both the firm and employees have subscribed to the extent of their means, which in the majority of cases proved to be a real individual sacrifice.

**Carry On! Buy More Liberty Bonds**

#### INDIA GIVES TEA TO RED CROSS

The Indian Tea Association has given 1,000 chests of tea to the American Red Cross, according to a recent report from London.

## PRACTICE PAPER ECONOMY

### Eight Reasons Why Everyone Using Paper in Any Form Should Vigilantly Guard Against Even the Slightest Waste

**I**N an appeal to conserve the paper supply by guarding against waste and unnecessary use, the War Industries Board has pointed out another way in which patriotic members of the trade can help win the war. Under the slogan of "Don't Waste Paper" the Board gives eight reasons why everyone should do his utmost to cut down paper wastage. In fact, the Board says that paper has been placed on the priority list only on the express condition that all wastes be eliminated and every economy practiced.

In explaining the necessity for the conservation of paper the War Board gives the following eight reasons:

#### I. GENERAL SURVEY

Paper is the most generally used of all articles except food and probably the most shamefully wasted. Prior to the war there was an abundance of paper, prices were low and people paid little attention to economies in its use. Our entrance into the war has completely changed conditions. Some of the materials used in making paper, such as pulp wood, sulphur, bleach, etc., are growing scarcer, and the costs of materials and also of labor are increasing rapidly. The paper industry, not being a strictly war industry, must transfer to the war industries as much of its labor, coal, sulphur, bleach and transportation space as is necessary to win the war. This means that the production of paper will be considerably curtailed as the war goes on. On the other hand, the Government is becoming a much heavier purchaser of paper and paper products than formerly.

#### II. INCREASE IN GOVERNMENTAL REQUIREMENTS

The various new branches of the Government, organized as a result of the war and the expansion of the regular departments and commissions, have greatly increased the demand for all kinds of office and commercial stationery, such as writing paper and envelopes. Recently the War Department has asked for one billion envelopes in addition to its regular requirements. Then there are the demands of the Food and Fuel Administrations and the Liberty Loan and War Stamp Divisions of the Treasury Department and the Red Cross for their posters and other campaign literature.

The Ordnance and Quartermaster's Departments, either directly or indirectly through the private concerns under contract with them, are buying rapidly increasing quantities of paper boxes and containers and strong wrapping paper for shipments of munitions, foodstuffs and other supplies for overseas. They are also taking practically the entire output of plaster-board mills for the construction of camps, hospitals, etc. A large quantity of Bristol-board index cards is being used for registering drafted men, and recently

the Quartermaster's Division contracted for all the lightweight toilet tissue that the mills could make in the next sixty days.

The war has led to an extensive substitution of paper products for those formerly made of wood, tin, etc. Paper containers are now displacing wooden boxes and tin boxes on account of the scarcity of these materials, and paper bandages and absorbent packs are rapidly taking the place of cotton for doing up wounds. Paper has also been found most satisfying for making gas masks.

### III. CONSUMPTION OF FUEL

The paper industry is a large consumer of fuel. On the coarser grades of paper one ton of coal is consumed on the average for each ton of paper produced, while on the finer grades two or, in some cases, even three tons of coal are consumed for each ton of paper. Estimating the total production of paper during the year 1918 at 6,000,000 tons, the consumption of coal would be from 8,000,000 to 10,000,000 tons. In addition a large part of the coal consumed by the Canadian paper industry comes from the United States.

### IV. CONSUMPTION OF CHEMICALS

Most of the chemicals used in paper making are also indispensable for making ammunition and poisonous gases. The scarcity of sulphur has recently forced the Government to take over the two mines in Louisiana and Texas in order to assure itself of an adequate supply for war purposes. Present indications are that there will be enough sulphur allotted to the paper industry to manufacture the paper actually needed, but the Government cannot supply sulphur to be made into paper that is wasted.

The same situation exists with respect to chlorine. In order to break through the German lines with a minimum sacrifice of the lives of our boys, the Government must greatly increase its production of poisonous gases. Chlorine is indispensable for this purpose, and the people may be called upon to dispense entirely with white paper, bleached with chlorine, in order that the Government may increase its supply.

### V. CONSUMPTION OF LABOR AND CAPITAL

The pulp and paper mills of the United States employ about 90,000 wage-earners, practically all males, and require a working capital which probably exceeds \$150,000,000. Merchants, jobbers and other middlemen, together with the converters or manufacturers of paper products, represent a much larger number of wage-earners and a much larger working capital. The paper industry, like other non-war industries, must contribute whatever proportion of its labor and capital is necessary to win the war. This means that no labor or capital can be spared to make paper or paper products that are not absolutely necessary.

### VI. CONSUMPTION OF TRANSPORTATION SPACE

It is estimated that about three tons of materials on the average, in addition to coal, are consumed to produce a ton of paper. This includes the tonnage represented by the pulp, waste-paper stock, repair parts, etc.

A reduction of 25 per cent in the consumption of paper would release 6,000,000 tons of freight

in and out of the mills in addition to the 2,500,000 tons of coal. This represents 400,000 carloads. The surplus car capacity not needed for the shipment of munitions, food, fuel and Government supplies is now not over 10 or 15 per cent and is steadily decreasing.

### VII. WASTE OF PAPER MEANS WASTE OF MONEY

Paper is a valuable commodity and its cost is increasing steadily. Every pound of paper wasted represents the waste of money that might better be used to help finance the war, or to help the Red Cross or Y. M. C. A. The aggregate saving that could be realized by the more careful purchase and more economical use of paper would be enormous.

### VIII. IMPORTANCE OF PREVENTING SHORTAGE

Paper is an article of such general and necessary use that if a shortage were allowed to develop it would inevitably lead to serious consequences. The efficiency of the agencies for the dissemination of news, such as newspapers, magazines, trade journals, books, etc., would be impaired. The transaction of business, which depends so largely upon paper, would be interfered with.

In order to avoid the possibility of such a shortage several important steps have already been taken.

1. The Priorities Committee of the War Industries Board has placed all pulp and paper mills on the preferred list with the express understanding that every economy shall be practiced.

2. The Pulp and Paper Section of the War Industries Board has issued rulings affecting all the principal grades of paper, which will result in eliminating wastes and increase the productive capacity of mills. The standardization of weights, sizes, colors, etc., will enable mills to run their machines more continuously than heretofore. This will make possible a larger output with the same equipment, working capital and labor force.

By standardizing products in this manner mills and distributors will be able to confine their stocks to the essentials, thereby increasing the rapidity of their turnover and the efficiency of their working capital. The stocks which wholesalers and retailers are now obliged to carry can undoubtedly be very materially reduced by this means. The consuming public may be slightly inconvenienced in some cases by not being able to purchase just the same article that they formerly bought, but every patriotic citizen should be glad to make the small sacrifice to help win the war.

3. The Pulp and Paper Section has also adopted recommendations for curtailing the consumption of paper by newspapers, magazines, trade journals, textbook publishers, etc., which should result in the saving of from 15 to 25 per cent.

 **Carry On! Buy More Liberty Bonds** 

### CALIFORNIA'S RICE CROP

California's rice crop this year will be approximately 4,000,000 sacks, valued at about \$14,000,000, according to a recent estimate by the Pacific Rice Growers' Association.



# THE TEA & COFFEE TRADE JOURNAL



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No. 4

## THE TRADE'S MOST IMPORTANT DUTY

The tea and coffee business has been placed in Class I of the War Industries Board's Preference List of Industries and Plants because it is regarded as of exceptional importance. Despite coffee regulation, shipping interferences, labor troubles, increasing overhead charges, delays and annoyances peculiar to war times, the tea,



coffee, spice and general grocery trades have not been called upon to submit to the hardships which have overtaken other trades; at least there has been a plentiful supply of the raw products to be had until lately, and at pre-war-time prices. For this reason there rests upon these trades a heavy burden of responsibility in connection with the Fourth Liberty Loan. For the Third Loan the quota for the New York trades was \$1,500,000. It was exceeded by over a million. This loan's quota is \$3,000,000 for New York. From all indications New York is going to make good in the same proportion on the Fourth Loan. It is our confident belief that the

trade throughout the country will follow the good example set by the metropolis. The enemy is on the run. Our boys are in hot pursuit. The spice trade can best add pep to their purpose, and the tea and coffee interests best supply the right stimulus by a generous subscription to the Fourth Liberty Loan. Let us not forget that, after all, the money we spend for Liberty Bonds is only a loan, and the least we stay-at-homes can do is "to lend the way they fight."—W. H. U.

## ON A REQUEST FROM THE WAR INDUSTRIES BOARD

In the interest of paper conservation the War Industries Board requests that publishers do not continue subscriptions after date of expiration unless renewed and paid for. This means that we can no longer extend credit on subscription orders, and for this reason we urge subscribers to send in their renewals promptly. Notices are now being sent in advance of subscription expirations. It is important they be given prompt attention so you do not miss any issue of the paper. We are permitted to print only enough copies to supply our actual needs. This means we will not be able to supply missing numbers should you fail to get your renewal to us in time. Every issue contains helpful win-the-war information that no merchant can afford to miss. We are devoting all our energies to telling our subscribers how they can conduct their businesses so as to help the Government win the war. Won't you do your part in this patriotic partnership?—H. C.

## UNCLE SAM, COFFEE BENEFACTOR

There is no question that the coffee trade of the world is at one of the great crises of its history. Brazil, the largest producer, faces a serious problem with her warehouses bursting, the European markets shut off, American coffee regulation, and transport to the United States greatly reduced. Now comes the United States War Trade Board and the Food Administration with a plan to stabilize the value of coffee by the formation of a coffee corporation similar to the sugar and wheat equalization boards, except that in this case the plan contemplates making a loan to Brazil of a hundred or more millions of dollars, taking the green coffee as security.

All the details of the proposed scheme have not been made public as this issue goes to press, but if it will help Brazil, prevent profiteering here, protect the trade and the consumer, then we are for it. As it was this country which gave Sieleken's Made-in-Germany valorization "hold-up" its quens, there would be a kind of poetic justice in Uncle Sam's playing the role of a war-time coffee benefactor to Brazil and America.

The stabilization idea is not new. E. B. Harral, of New Orleans, offered it to the last Coffee Roasters' Convention, which declined to give it a hearing. Now it seems that the stone which the coffee trade builders rejected is destined to become the head of the Government's corner. Mr. Harral's paper was a discussion of Brazil's present problem of "valorization," for which he substituted the word "stabilization," giving as the reason that valorization had become odious because in its first famous attempt to valorize coffee Brazil fell into the clutches of the speculators, "who exploited the consumers of the world as well as the Brazilian Government for their own benefit."

The suggestion was that the United States should loan Brazil \$100,000,000 to be used in paying the planter a fair price for his coffee, which in turn was to be released for consumption at a price which would compensate the Brazil Government for the price paid the planter plus the interest and carrying charges, but no more.—W. G.

## THE LOGICAL SUBSTITUTE FOR THE SALOON

Many times during the last fifteen years we have urged the idea of a poor man's café—the kind of saloon where coffee, or tea and coffee, would be served over a bar or at tables, in place of the alcoholic refreshments which in the café's beginning crowded out coffee and now are about to be legislated out themselves.

With national prohibition a near reality, isn't this another of those psychological moments for which the tea and coffee interests have been looking? We suggest that the leaders of the coffee trade consider the idea of tying up their million dollar publicity campaign to the opportunity offering in connection with prohibition to serve the masses with the only rational and worth-while "substitute" for strong drink—coffee, the pure stimulant. Of course, no campaign to increase coffee consumption can be started until the Government's shipping problem is solved, but the groundwork can be done now. Here's a sure way to increase coffee consumption; let coffee be made to supplant beers and liquors, not alone in the saloon, but also in the homes and in all

public places. Incidentally it will enable the coffee men to render a great national service, for unquestionably after the war will come much social unrest unless steps are taken to avert it. And what better way than to provide a proper stimulant for the continuation of the poor man's club, the place where he goes for intellectual stimulus, sociability and relaxation? This is the time to revive the Coffee House, adapted to present-day conditions.

Never again will another opportunity like this one present itself to the coffee trade to confound the substitutes and establish the coffee business beyond all peradventure upon a high plane of social service.—W. H. U.

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#### WHERE GOVERNMENT COFFEE CONTROL IS HEADING

Has the Food Administration, in its endeavor to regulate and moderate the price of coffee to the consumer, created a natural corner in coffee? Already we are experiencing the serious effects sure to follow any unnatural interference with the imports of Brazilian coffee. Prices are soaring, with a 14-cent basis for No. 4 Santos almost a realized fact. But stocks are so small that sensible buyers avoid buying Santos, and are turning to mild coffees of a less or equal value. Naturally a tremendous market has been developed in these mild grades, with New Orleans, San Francisco, Chicago and other centers all buying or trying to buy here to supply their present and prospective wants. It is reported that 100,000 bags of forward shipment mild coffees were purchased on Front Street on October 3.

The efforts of the Federal Food Board, with its interlocking system of regulation, to hold the market has had a negligible effect. A critical situation has developed, and no one can persuade the conservative element in the trade that anything less than absolute Governmental control will stabilize the market. Possibly it means that we shall see world-wide, absolute control of green coffee. After that, rationing of supplies. With Government distribution of imports, we may even see zone distributors under Federal control.—A. C.

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#### WIN-TIME-WAR TRADE CONVENTIONS

We suggest that from this time on the various tea and coffee trade associations hold only win-the-war conventions. The National Coffee Roasters' Association might set a good example by making its forthcoming annual meeting a practical, get-together, war-time conference. Good form in these matters demands that trades should not hold conventions at all under the present conditions unless they can be made to contribute to the winning of the war through helping members solve the unusual problems which they have confronting them. Even then, the meetings should be stripped of all non-essential formalities and trimmings. The policy of war-time simplicity which is coming into vogue in all departments of our business and social life would seem to require that the more or less elaborate convention banquets of the past should be done away with. There is no place in any practical scheme of war economy for unnecessary convention entertainments. Conventions should be all business—real business. The Food Administration will, no doubt, look with greater favor upon an informal supper than it will upon the typical hotel banquet, which usually includes foods that Americans ought to be conserving, to say nothing of drinkables that they will soon have to learn how to do without.—U.

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#### ONE WAY TO AVOID COFFEE RATIONING

Mr. Hoover says while the continued use of Brazil steamships in the army transport service must decrease our coffee imports, "we can secure in sailing vessels the coffee we need if no one makes an overbrew." We are also warned by a Food Administration spokesman that coffee rationing may come.

Somehow we cannot bring ourselves to seriously contemplate the rationing idea. It ought to be possible to maintain our present supplies. Coffee, in our opinion, will be

one of the last things rationed. We have sufficient coffee in sight and under contract to stave off that evil day for some time to come, even if the importation of coffee should be prohibited entirely. This also would be a last step and entirely unnecessary as long as the Government controls sailing vessels, which, as Mr. Hoover points out, can supply all our needs—providing no one makes an overbrew.

Now, just what does Mr. Hoover mean by an overbrew? If he means the avoidance of waste or extravagance, then the trade and the consumer have it in their own hands to prevent the dire contingency hinted at. But doesn't the greater burden rest upon the trade, and hasn't it a duty to perform by starting in now to teach the dealers, and through them the consumers, the simple lessons in coffee conservation and coffee economies which have appeared in these pages not a few times since the war began?

#### WHAT IS ENGLISH BREAKFAST TEA?

"English Breakfast" tea is the tea used in England for breakfast. The term most probably originated in the drawing rooms of the American Colonial Dames, who doubtless adopted it in the same manner and perhaps for the same reason as latter-day femininity has favored Parisian styles in millinery and wearing apparel.

Assuming the correctness of this earliest origin of the term, "*usage*" compels us to dwell upon China Congou, because that was the tea then understood to have been used on the English breakfast-table—long before the commercial introduction of India, Ceylon or any other form of fully fermented tea.

American tea men of experience antedating the Civil War agree that the term should only be applied to China Congou, that being the one tea sold and consumed for many decades as English Breakfast. Even when a "blend" was sold by some dealers the predominating ingredient was always China Congou. The great majority of the leading retail distributors to this day follow this custom, which can be easily verified by actually calling for "English Breakfast" tea at any number of chain stores of different companies or at any of the old-line individual dealers of conservative tendencies. If the experiment of purchasing "English Breakfast" tea under that name is ever put to the test, as suggested, it is doubtful if much or any Ceylon or India will be procured by that means. It is our belief that it would prove the modern "popular" conception of the term still to be China Congou.

But whether the term is "non-Geographical," "Fanciful" or anything else you like, it would seem that when a Governmental department sends out requisitions for this class of tea it would be less misleading to potential bidders if it were specifically stated just what the department was prepared to accept as a good delivery. This is done in the case of the Navy Department, where, up to a comparatively short time ago, nothing but Formosa tea was called for in the specifications. It is now, however, left optional with the bidders to present their proposals on Formosa, Java, Ceylon or India tea, and whichever seems to show the best value, in the opinion of the Navy Department experts, is contracted for.

Similarly, the suggestion might be made to the army purchasing authorities to state in their specifications that they are prepared to accept as a good delivery either a China Congou, Ceylon, India or Java. The deliveries on recent contracts are understood to have been Java Broken, although the specifications called for "English Breakfast" tea. In this connection we are told that the kind of Java tea so delivered is of immeasurably superior cup quality to the class of "English Breakfast" tea heretofore delivered to the army for this particular grade, and which was never anything better than the commonest grade of Government Standard China Congou.

"English Breakfast" tea should be China Congou or a blend of fermented teas containing a predominance of China Congou. As a matter of fact it should not be used in army contracts as a description for tea unless the authorities mean to specify China Congou. If they will accept deliveries of India, Ceylon and Java, they should so state in the specifications. A too liberal application of the word will cause abuse and conflict with the pure food law.—S. B.



THIRD ANNUAL BANQUET OF THE NATIONAL RETAIL TEA AND COFFEE MERCHANTS' ASSOCIATION

# THE WAGON DISTRIBUTERS' CONVENTION

¶ Many important war-time problems were discussed at the third annual meeting of the National Retail Tea and Coffee Merchants' Association at Chicago. ¶ Conservation of man-power, fuel and materials as a means of helping to win the war were among the principal subjects before the convention. ¶ New officers and directors were elected.

THE sixty members attending the third annual convention of the National Retail Tea and Coffee Merchants' Association at Chicago, September 17-19, found the discussions of pressing problems brought about by the war to be most interesting features. An equal number of exhibitors were also present during the three days' meeting at the Sherman Hotel.

Despite the seriousness of the business situation, the delegates left the convention hall with a feeling of optimism, especially after the newly-elected president, C. A. Smith, of the Great Eastern Coffee & Tea Company, St. Louis, had assured them that in his opinion the forthcoming year gave promise of greater prosperity for the premium tea and coffee men than might ordinarily be expected.

Conservation of man power was one of the most important topics before the convention, and earnest discussion of this resulted in the adoption of a resolution pledging the support of the association to the Government in this respect. This was done after assurances on the part of the Food Administration representatives that any reasonable plan along this line adopted by the association would be acceptable to the administration, and that all competing firms would be required to observe it.

## OFFICERS ELECTED FOR THE ENSUING YEAR

C. A. Smith, of the Great Eastern Coffee & Tea Company, St. Louis, was elected president for the next year; W. W. Bartlett, Jr., of the Bartlett Tea & Coffee Company, Indianapolis, first vice-president; George F. Hellick, of the George F. Hellick Tea Company, Easton, Pa., second vice-president; Valentine Vogel, of the Atlantic Tea Company, St. Louis, treasurer. Harry W. Meneley is retained as counsel.

Henry Ghysels, of the Keystone Tea Company, Pittsburgh, Pa., was chosen as director to carry out the unfilled term of F. J. Lichtner, resigned. Directors for regular term, F. L. Cheetham, of the Banner Coffee Company, Milwaukee; G. B. Schorn, of Schorn & Brower, New York; Lucien King, of the King Coffee Co., Indianapolis, and C. V. Nieman, of the Chicago Tea Company.

The convention committee decided upon St. Louis for next year's convention.

President Smith, before leaving for his home in St. Louis, named the following as the executive committee for the year: R. S. Blackwood, of the Home Tea Company, Beaver Falls, Pa.; C. V. Nieman; E. L. Cheetham; Lucien King; J. Trauscht, of the Eureka Tea Company,



C. A. SMITH

The New President of the National Retail Tea and Coffee Merchants' Association

Chicago; A. J. Benner, of the Benner Tea Company, Burlington, Ia.; W. R. Castor, of Castor Bros., Philadelphia, Pa.

## PROCEEDINGS IN DETAIL

President C. V. Nieman, of the Chicago Tea Company, called the convention to order in the Crystal Room of the Sherman Hotel shortly after 10 o'clock, September 17. After the invocation by Rev. Louis W. Goebel, of Chicago, and an address of welcome by Hon. Frank D. Ayers, of the Corporation Counsel's office, Vice-President C. A. Smith took the floor. First thanking Mr. Ayers for the keys to the city, Mr. Smith then outlined the purposes of the convention.





LUCIEN KING,  
Director,  
Indianapolis



HARRY W. MENELEY,  
Counsel,  
Chicago



VALENTINE VOGEL,  
Treasurer,  
St. Louis



G. B. SCHORN,  
Director,  
New York

### SOME DIRECTORS AND OFFICERS FOR 1918-19

The utmost co-operation for the protection of the tea and coffee business, he said, was most urgent, in view of the situation with reference to war conservation. Education along association lines he pointed out as another important factor to be considered. He particularly asked that the fellowship spirit be more fully developed until it should permeate the entire membership. Much had been done, he declared, but there were still great opportunities before the delegates for the broadening of vision and for constant preparation for what the future may bring forth.

The speaker was glad the day had passed when competitors were regarded as being little short of crooks. He declared that the association had done much for the members as individuals, and that not the least of its efforts along this line had been in connection with the "get-together" convention. "The Good Book says, 'Bear ye one another's burdens,' and that is what we are trying to make our association stand for," he declared. "Let us be unselfish in rendering service. Let our slogan be, 'The association first, the individual second!'"

#### THE PRESIDENT'S ANNUAL ADDRESS

President Nieman next delivered the annual address. He declared that the year had been eventful in many ways for the National Retail Tea and Coffee Merchants' Association, and that the relation of the organization to the country at large, particularly in connection with the world war, had been of intense interest. "A year ago, we hardly knew along what lines we could best serve our country as business men and in what way to render the most effective help," he said. "From time to time as the great struggle grew in magnitude we have learned from the different

administrative boards along what path our duty lies.

"I believe that we, as an organization, may, with pardonable pride, look back to the ending of this year and feel that we have done our best to carry out the wishes of the various administrative bodies."

The president recalled the action of the United States Food Administration in the latter part of 1917 in placing all retail dealers doing more than \$100,000 business annually under a license, and the uncertainty which existed as to the status of tea and coffee tradesmen. He declared that the association, through its general counsel, was the means of obtaining rulings which finally gave each member an idea of his exact relationship to the governmental bodies.

Mr. Nieman paid his respects to the so-called cash and carry plan, saying that the carry plan is, "from the standpoint of economy, an absolute failure; secondly, that it is decidedly unjust to the busy American housewife; and that it will be relegated to the scrap pile after the war by all live merchants desiring to give the public service, which must be done, as no one dare deny that service is the keynote of a successful business."

In regard to the premium question, President Nieman said: "The best evidence that our means of distributing premiums is regarded as clean, honest and above board, is the fact that some three months ago the Federal Trade Commission took steps to thoroughly investigate the method of premium advertising from all angles, and I can point with pride to the fact that among our members none was cited as using any unfair means or unbusinesslike methods of premium advertising. I want to congratulate this organiza-

tion on so spotless a record, and to take this opportunity to admonish its members to so continue, not only during the war, but at all times after."

President Nieman declared that he believed a resolution should be adopted pledging the support of the National Retail Tea and Coffee Merchants' Association to any legislative body, State or National, in stamping out any dishonest or unfair premium methods.

The speaker recommended the establishment of local organizations in all parts of the country, these organizations to meet monthly or from four to six times annually to iron out local troubles that may exist, and to receive instructions and information from the national organization, and in turn forward to the national organization data on any subject that may come up in which the national body could lend a helping hand. He believed that many dealers would join such an organization, and through it the national body, in that way receiving help jointly from both.

In conclusion the president declared there was nothing more important before the convention than the winning of the war. "There must be no slackers of any kind," he said, "neither as regards money matters or physical help."

#### VICE-PRESIDENT ENDORSES PREMIUMS

Vice-President G. B. Schorn, of Schorn & Brower, New York, followed Mr. Nieman. He told the delegates that the advanced premium proposition is a salvation and protection for all tea and coffee men against the inroads made by chain store system propaganda. "This," he declared, "gives a solid foundation and good argument to present to patrons and thus retain valuable and pleased customers."

"Two years ago," said the speaker at another point, "my business was about to go to seed. Through the organization I derived information that immediately convinced me of the advisability of giving the premium proposition a trial. The results have been most gratifying."

Mr. Schorn, who spoke extemporaneously, and was called to the speaker's stand without even being assigned a subject, was instigated in his praise of the Washington Government's manner of conducting the war. His thought evidently was that the Administration should not be hindered in its great work when he said: "I am especially in favor of withholding any suggestions or recommendations as to the manner in which the Government should conduct its own affairs, whether these affairs pertain directly to the prosecution of the war or to business in general."

Just before the noon recess, Secretary Harry W. Meneley read several letters from absent members expressing regret because they were not able to be in attendance.

#### FUEL OFFICIAL URGES ROASTERS TO USE GAS

Harold Ahnert, director of conservation for the State of Illinois in the United States Fuel Administration, opened the afternoon session with an appeal to the delegates for their utmost cooperation in fuel saving. Mr. Ahnert detailed the fuel difficulties which now confront the National Government, and after showing the saving caused by gasless Sundays, he declared there was further work to be done in conserving fuel in coffee roasting plants and other establishments of interest to the delegates to the convention.

He said that with the present rates for gas throughout the country the coffee roasting industry as a whole can adopt the use of gas bene-



W. B. CASTOR,  
Philadelphia



A. J. BENNER,  
Burlington, Ia.



C. V. NIEMAN,  
Chicago



J. TRAUSCHT,  
Chicago

#### FOUR MEMBERS OF THE NEW EXECUTIVE COMMITTEE

ficially. The cost of operation will be higher than, with anthracite coal, based on 65-cent gas, and it will cost anywhere from 40 to 70 per cent more to roast coffee by gas, but when this additional expense is applied to a pound of coffee delivered to the consumer it adds merely 1/100 of one cent to the ultimate cost. This, he declared, was immaterial.

On the subject of switching to gas, Mr. Almert said: "Take a vast foundry or a coffee roasting establishment—one that uses 25 tons of anthracite a month. They would get an equivalent amount of heat for their purpose by the gas company using 5 tons. In other words, 80 per cent of the fuel is conserved in those cases. The 20 tons conserved in one month by the coffee roasting establishment or by the vast foundry would care for five families for the whole winter." The speaker said that most of the coffee roasting concerns around Chicago are using the best grade of anthracite coal.

#### A FOOD DIRECTOR ON CONSERVING DELIVERIES

Howard Humphreys, of Bloomington, Ill., a division superintendent of the United States Food Administration, discussed conservation in methods of handling food and allied lines, with particular reference to the tea and coffee trade.

On the subject of deliveries, he said the Government had some time ago requested that tea and coffee merchants limit their deliveries to one a day over a route. "I know it is difficult," said Mr. Humphreys, "and I know it presents hard problems in some cities; but the request has been firmly and decidedly made that you limit your deliveries to one a day over a route."

"Gentlemen, don't call yourselves 100 per cent American if you don't observe the requests that come from Washington to-day, because they are not hasty requests, they will not be ill advised requests; they will be studied by the best men that we have in the nation, and when they come to you and tell you that it is best for you to make one delivery a day, if you will just simply take it for granted that they know what they are talking about and that it can be done, that it should be done, I am sure that you will find a great deal of pleasure in doing it."

James A. Davis, of the National War Savings Committee, was next on the programme, and he explained to the delegates the immediate need for individual thrift and investment in Government securities. He stressed war savings stamps.

#### A PUBLISHER TALKS ABOUT THRIFT STAMPS

Mr. Davis was followed by H. S. Bunting, publisher of the "Novelty News," who also built up his address on the foundation of thrift, particularly as it relates to the premium trade.

"The thrift stamp," said Mr. Bunting, "was suggested to the Government by Mr. Caldwell, president of the Sperry & Hutchinson Company,\* and was copied as closely as it could be from the well-known premium tokens, which our business and all the allied premium interests have so long known and used, too, and which they have educated the housewife to understand as being a strong arm to serve her in our domestic thrift."

Mr. Bunting said that the premium system is enabling the housewife to be thrifty so that she can "answer the appeal of the Government to come forward with her savings."

"I am among those," said Mr. Bunting, "who believe that the premium system in the future is to reach greater dignity and greater usefulness and greater honor, and to be accorded more widespread credit as a method of doing business than at any time in the past; because \* \* \* when the people of this country, under the direction of our Federal Government, have acquired the thrift habit and the saving-stamp habit, is it reasonable to suppose that they are going to forget that habit when the day comes that they no longer need to be taxed to maintain the war and the Government? It is not reasonable. They are going to use the same thrift that they have been educated to use in this war in building up their private fortunes."

#### COMMERCIAL ECONOMY RECOMMENDATIONS

L. H. Hartman, of the Commercial Economy Administration in the Illinois State Council of Defense, spoke about the conservation of man power. He declared that officials of the Government and of his own organization were gratified that the tea and coffee premium men had gone so far towards eliminating unnecessary delivery service. He thought there was a possibility that men engaged in this work would be classed as not necessary to an essential industry, and that dealers would find it very difficult to carry on business under such conditions. He urged that preparations be made for the time when many of the men engaged in this work are called into the Government service—not to wait until they are called and then wonder how they are to be replaced.

He urged co-operative delivery. The members were also asked to formulate a definite plan for

\* Mr. Caldwell has said that he was not the first to suggest the thrift stamp. He was only one of a number of men who held a conference on the subject in Washington, and that he is not entitled to the credit.—EDITORS.

bringing about adequate conservation in the direction of man power. Mr. Hartman said that such a plan would receive the backing of his organization, and probably that also of the national body.

Mr. Hartman suggested that a committee of representative members of the association be appointed to deal with this matter forthwith. In answer to a question, Mr. Hartman said that if a feasible plan were formulated for the Illinois Council of Defense to pass upon he was convinced that it would be taken up by the other Councils of the national organization and made effective throughout the United States. He declared that in his opinion the tea and coffee men will not be asked to cut their deliveries to less than one in two weeks, but that draft board regulations must be considered by the membership in time.

"Won't you gentlemen be embarrassed if out of twenty wagons that you are running eleven of the men will be called into the service? You cannot put women on the wagons. What are you going to do?" In other words, Mr. Hartman said, it was a good plan to have everything in readiness.

The delegates were not overly enthusiastic regarding Mr. Hartman's suggestion that in some instances one delivery man might take care of three routes. Their questions indicated a doubt as to the feasibility of such a plan, for the reason that compensation would play an important part. It was explained by Mr. Hartman that his idea contemplated the assumption of the routes of three firms by one individual. Numerous objections were offered, and when the speaker had finished it was evident that there was no unanimity of opinion on the subject.

John C. White, of Chicago, delivered the final address of the session, taking for his subject "The Solution of the Wage Question." Mr. White declared that the land question was at the bottom of the wage question, and that until the latter was solved there was no hope for an adequate settlement of the former.

The convention met in executive session on Wednesday morning. Reports of committees were taken up after a period of open session, during which V. A. Fletcher, of Cincinnati, delivered an address on the "Power of Business Organizations." In respect to the premium tea and coffee trade he said:

"In your own line of organization represented here to-day, you are all familiar with what you have accomplished by organizing to protect your industry. A year or two ago, when an anti-premium agitation was running rampant over the country, as individuals fighting alone you would have had

little or no power to do anything; but by organizing and getting together, exchanging ideas and laying your plans for putting up the best kind of fight, you practically have come out of this condition unscathed, and with the tea and coffee trade standing higher in the estimation of the American public to-day than ever before. Not only have you been able to put up a good fight along this line, but you have seen by getting acquainted with one another that you are all good fellows, and that you are all working for the single purpose of making a success wherever you are located, and the best way to make that success is by a frank exchange of ideas from time to time, and helping one another along the way, because in the success of many you will solve the success of the individual, as a rule."

F. L. Chetnam, of the committee on legislation, spoke of anti-premium legislation in the various States, declaring that so far as the dealers of Wisconsin were concerned they were adjusting themselves to new conditions brought about by legislation against stamps and premiums.

#### THE RESOLUTIONS

The report of the resolution committee contained four resolutions. The first three were adopted. The first expressed appropriate sentiments in reference to the recent deaths of William C. Fehniger, of the Bell Tea Company, La Crosse, Wis.; William S. McCracken, of the W. S. McCracken Tea Company, Joliet, Ill, and William E. Scannel, of the Home Tea Company, Muscatine, Ia. The second was an appreciation of the retiring officers; the third pledged President Wilson and the Government the loyal support and co-operation of the association in the prosecution of the war. The fourth proposed an amendment to the constitution and concerned honorary membership. Later it was revised and acted upon.

A fifth resolution, which was later offered by the resolution committee and adopted, read as follows:

"Whereas, The members of the National Retail Tea and Coffee Merchants' Association, through long experience, have proven the premium system of advertising an economical, wholesome and efficient means of attracting continuous patronage and promoting cash payments, beneficial alike to consumers and merchants;

"Whereas, The premium system, properly conducted, involves no element of chance, deception or falsehood, but is based solely on the principle of extending to consumers a discount for cash, or on purchases aggregating a specified amount, in the form of useful and desirable merchandise; and,

"Whereas, The members of the association are desirous of safeguarding the premium method of advertising and protecting the consumer in the enjoyment of its benefits; therefore, be it

"Resolved, That the National Retail Tea and Coffee Merchants' Association, in convention assembled, does hereby tender to any legislative body or qualified public official, concerned with this subject, our full co-operation and assistance in stamping out any unfair or deceptive practices indulged in by premium users, if such exists, and in suppressing all unfair, deceptive and questionable schemes operated under the guise of legitimate premium advertising."

In the meantime the committee on constitution and by-laws had considered the proposed honorary memberships matter, and presented the following as an amendment to the by-laws of the association:

"Honorary Membership. The board of directors may, upon recommendation of the executive committee, elect to honorary membership such persons as they may consider advisable or advantageous. Honorary members shall be entitled to all the social privileges of the association."

After a short discussion the amendment was adopted unanimously, after which adjournment was taken for the day.

#### SAYS COFFEE RATIONING MAY COME

The final session was opened with an address by A. N. Merritt, chief of publicity in the distribution division of the United States Food Administration. He discussed the Food Administration's activities; rapidly sketched the history of the conservation movement; told about the resources from which the Administration may draw in the future, and finally declared that an analysis of the situation disclosed that "this year we have got to make such efforts in food conservation before the year is out as we have not made before." He brought a rather pessimistic note into his speech by declaring that the food situation in Germany is "perhaps promising for this year," and that the Kaiser's country probably has enough food to last them for another year.

Mr. Merritt was not especially familiar with the situation as applied to the tea and coffee trade, but he said, "I do know this, that we have got to conserve coffee. We are going to endeavor to keep a limited number of boats to bring a minimum amount of coffee from Brazil, but it will mean that stocks will be reduced in this country, and probably the time may come when the coffee situation will have to be put on some kind of a rationed plan, somewhat similar to the present sugar plan; but we are not facing that time as yet. However, it is up to the American people to go easy on their consumption of coffee, and it is also up to the dealers not to raise the prices beyond the absolute amount required to maintain themselves in business."

In closing, the speaker intimated that the time may come, "especially if any profiteering is discovered in roasted coffee," when the Government will have to put all coffee roasters under license and limit the margin of profit to a definite figure, as has been the case with other licensed commodities.

The question of conservation of man power, which on the previous day had been suggested in the speech of Mr. Hartman, was again taken up, but after a somewhat lengthy discussion was referred for final disposition to the incoming administration. The proposition of a three-week or four-week delivery brought on considerable argument between the delegates.

The convention then adopted the following resolution: "Resolved, that a committee from this association meet with the proper arm of the Government, advise as to conserving man power, obtain such advertising matter as the Government may offer and provide for the distribution of same, subject to the approval of the executive committee of this association."

#### THE SOCIAL PROGRAMME

The social programme, although restricted to meet prevailing war conditions, nevertheless contained a number of entertaining features, including a matinee party for the ladies of the convention at the Studebaker Theater. Next came an auto ride and a dinner at the Marigold Gardens, where dancing formed a part of the programme. At the ladies' card party on Thursday afternoon several prizes were contributed by exhibitors.

The annual banquet was held at the Sherman Hotel on the night of September 19, and the full membership present attended. It was at this gathering that a diamond pin was presented to the retiring president by the delegates as a token of their regard for his splendid efforts during the past year.

#### CONVENTION FEATURES

During a lull in the convention proceedings a delegate arose and asked permission to report on unfinished business.

"Mr. President, I have the honor to report that you are, for the second time, a grandfather."

Mrs. Nyron Nieman, daughter-in-law of the president, is the mother of the "Convention Baby." The boy was born Thursday morning.

#### SKETCH OF THE NEW PRESIDENT

A man skilled to a high degree in his vocation, one who has the whole-hearted confidence of his

friends and business associates, one whose efforts have aided materially in the development of the wagon-route tea and coffee industry, this is a pen picture of C. A. Smith, head of the Great Eastern Coffee & Tea Company, St. Louis.

Mr. Smith has devoted twenty years of his life to the tea and coffee business, and during this period has been one of the strongest proponents of co-operation and has waged war on trade abuses.

Born in 1865 in St. Louis, his present home. Mr. Smith entered business at the age of 14, first in the retail shoe business, next in the retail toy and fancy goods business, and later in the wholesale branch of the same industry. After fourteen years as a traveling salesman in various lines he became in 1898 manager of the Great Eastern Coffee & Tea Company. He is now president of the corporation. Mr. Smith is a charter member of the National Retail Tea and Coffee Merchants' Association, and was vice-president for the first year. He was re-elected for a second term. His advancement at the convention to the office of president was received by the membership with gratification.

#### THE EXHIBITS

The exhibits of produce and premiums were a feature of the convention, as they were last year. They were shown in the Crystal Room, and the halls leading to this room were roped off so that visitors perforce had to pass by the exhibits.

In the line of produce, tea, coffee, spices, soaps, pie fillings, polishes and toilet accessories were to be seen. The premiums covered a wide range, including phonographs, fireless cookers, vacuum bottles, sweepers, toys, china, glass and granite ware, linens, curtains and other household goods.

Among the exhibitors and their representatives at the convention were:

Heinsteger Mfg. Co., E. A. Heinsteger, V. T. Holton, Chicago.  
 F. F. Tinker, Chicago.  
 J. S. Ziegler Co., J. H. Sperling, Chicago.  
 Flite Mfg. Co., H. W. Eastman, Chicago.  
 The Widlar Co., Wm. J. Hynes, Cleveland.  
 J. B. Walker, Chicago.  
 Widlar Co., C. E. Herrn, Cleveland.  
 Key Hat Bottle Co., Cincinnati.  
 The Home Comfort Co., J. Rank, St. Paul.  
 The McNulty Co., Chicago.  
 Martin's Mercantile Co., Martin Carlstein, Chicago.  
 G. C. Jeffrey Co., Chicago.  
 Cambridge Glass Co., W. M. Rogers, Chicago.  
 Boyer Chemical Co., J. Schumnder, Chas. W. Kapp, Chicago.  
 Allen R. Wrisley Co., Chicago.  
 Geo. A. Briggs, Chicago.  
 Geo. P. Vosbrink, Chicago.  
 Wm. Walke Co., Chas. Brown, St. Louis.  
 Biedermann Bros., G. Roger, Chicago.  
 Sterling Sales Co., Louis Schultz, Milwaukee.  
 C. F. Wixon, Chicago.

Chas. H. C. Cose, Chicago.  
 Henry H. Foggensee, Chicago.  
 Garford Mfg. Co., Homer Stephens, S. J. Finks, Eliza, Ohio.  
 Metal Stampings Corp., S. M. Ballard, Streator, Ill.  
 Grosfield & Roe Co., G. E. McKenney, Fred Hertneck, Chicago.  
 Wabash Baking Powder Co., Thos. F. Kelly, H. M. Gamble, H. H. Cowles, Wabash, Ind.  
 Wolverine Spice Co., G. A. Plumb, Geo. W. Cain, Grand Rapids, Mich.  
 E. R. Miller & Co., Harry E. Parker, Chicago.  
 Jas. S. Kirk & Co., J. W. Weber, E. B. Springer, Mr. Kollo, C. S. Kirk, A. F. Burrows, Chicago.  
 The Newton Mfg. Co., Chas. L. Newton, Walter H. Selman, Cincinnati.  
 Gardner Textile Co., Ira Baer, Daniel Weinstein, New York.  
 Republic Stamping & Enameling Co., L. J. Brillhart, Canton, Ohio.  
 Meyer-Simons Co., L. L. Simons, Chicago.  
 Williams Bros. Mfg. Co., R. Hofeld, Chicago.  
 Earl W. Newton Co., Edgar E. Anit, L. B. Hefter, Chicago.  
 Wabash Basket Co., A. Lowenberg, Converse, Ind.  
 The Geo. H. Bowman Co., S. A. Penlon, Cleveland.  
 V. A. Fletcher, Cincinnati.  
 F. J. Lichtner, Milwaukee.  
 John A. McDermott, Chicago.  
 L. C. Lawton, Chicago.  
 W. F. Ryan, N. E. M. C., New York.  
 A. Hahn, Philadelphia.  
 Hugro Mfg. Co., E. S. Sayre, Chicago.

#### THOSE WHO ATTENDED

The following members of the National Retail Tea and Coffee Merchants' Association were represented at the convention:

Benner Tea Co., P. G. Benner, Keokuk, Iowa.  
 Benner Tea Co., A. J. Benner, Burlington, Iowa.  
 Benner Tea Co., F. E. Sandell, Burlington, Iowa.  
 Benner Tea Co., W. F. Reusch, Waterloo, Iowa.  
 Benner Tea Co., Frank Reusch, Ottumwa, Iowa.  
 Benner Tea Co., A. F. Reusch, Cedar Rapids, Iowa.  
 Victor Tea Co., M. M. Smyth, Cleveland.  
 Home Tea Co., R. S. Blackwood, Beaver Falls, Pa.  
 Athletic Tea Co., Val. Vogel, St. Louis.  
 Stewart Tea Co., P. J. Stewart, Chicago.  
 P. A. Fletcher Tea Co., P. W. Fletcher, Hamulal, Mo.  
 Gerlach Tea & Coffee Co., A. Gerlach, Louisville.  
 Enreka Tea Co., John Trausch, Chicago.  
 Hornee G. Rutter, Philadelphia.  
 Brill Bros., W. H. Brill, Philadelphia.  
 Frederick Frank, Philadelphia.  
 Hesse Bros., Detroit.  
 J. E. Reardon Co., J. E. Reardon, Chicago.  
 Superior Coffee Co., John W. Olson, Chicago.  
 Banner Coffee Co., F. J. Custerline, E. L. Cheetham, Milwaukee.  
 Gardner Bros., John V. Gardner, Chicago.  
 Home Tea Co., Wm. Zorn, Cleveland.  
 G. B. Schorn, Jamaica, N. Y.  
 Central Tea Co., Charles F. Mathews, Detroit.  
 National Tea Co., Victor Olson, Detroit.  
 Banner Tea Co., Jos. Godar, Chicago.  
 Kuetner-Wasieck Co., Henry Kuetner, George Wasieck, Milwaukee.  
 Claman Bros., W. R. Claman, Indianapolis.  
 Home Tea Co., W. E. Copp, Rock Island, Ill.  
 John J. Forl, Chicago.  
 Best Tea Co., Frank Jiral, Chicago.  
 F. Hellick Tea Co., Geo. F. Hellick, Easton, Pa.  
 C. J. Menzley, Chicago.  
 Bartlett Tea & Coffee Co., W. M. Bartlett, Jr., Indianapolis.  
 Bell Tea Co., Mrs. W. C. Fehninger, La Crosse, Wis.  
 Diamond Tea Co., W. B. Edgett, La Salle, Ill.  
 W. S. McCracken Tea Co., Geo. W. McCracken, Joliet, Ill.  
 American Tea & Coffee House, Louis D. McGuire, Chicago.  
 Great Eastern Tea & Coffee Co., G. W. Lipscomb, Decatur, Ill.  
 E. C. Uber, Chicago.  
 Keystone Tea Co., H. Ghysels, Pittsburgh.  
 Standard Coffee Co., F. N. Nieherger, Chicago.  
 Home Tea Co., F. A. Willmering, Keokuk, Iowa.  
 Prime Tea Co., A. Cohn, Cambridge, Mass.

Great Eastern Coffee & Tea Co., C. A. Smith, St. Louis, Mo.  
 Minnesota Tea Co., L. T. Peterson, Duluth, Minn.  
 Columbia Coffee & Tea Co., Carl Isaacson and Gust King, Rockford, Ill.  
 P. J. Hensel Tea Co., Milwaukee.  
 Independent Tea Co., A. G. Schultz, Cedar Rapids, Iowa.  
 Baskind Bros., Jas. Baskind, Chicago.  
 Charles Tea Co., C. E. Joyer, Chicago.  
 Royal Tea Co., Mr. Helm, Chicago.  
 J. H. Redfern, Chicago.  
 King Coffee Co., Lucien King, Indianapolis.  
 Iowa Tea Co., W. S. Winders, Mason City, Iowa.  
 Oriental Tea Co., W. S. Hickey, Moline, Ill.  
 Great Central Tea Co., A. E. Holmes, Richmond, Ind.  
 Central Tea Co., O. C. Kahle, Chicago.  
 Standard Tea Co., G. A. Perschbacher, Milwaukee.

#### MISCELLANEOUS TRADE NEWS

¶ A department covering the activities and developments of the manufacturing tea, coffee, spice and fine grocery interests and the supply trades.

#### A NEW COFFEE ASSOCIATION

San Francisco Importers and Jobbers Organize to Promote Their Port as a Green Coffee Center

REPRESENTATIVE green coffee jobbers and importers of San Francisco organized "The Green Coffee Association of the San Francisco Chamber of Commerce" on September 17, and at the first annual meeting elected W. C. Hamberger, of the Hamberger, Polhemus Company, chairman, and Fred Baruch, of Baruch & Co., vice-chairman. The following have been chosen to constitute the executive committee: E. A. Kahl, W. R. Grace & Co.; James Otis, Otis, McAllister & Co.; Donald Lindo, Schwartz Bros.; C. B. Lastreto, Lastreto & Co., and J. E. Duff, Leon Israel & Bros., alternate. Robert C. Mason, of the Chamber of Commerce, has been appointed secretary-treasurer.

The objects of the organization are: To promote a medium through which the members of the green coffee trade may meet and express their views; to consider and formulate their recommendations on matters directly affecting the coffee interests, and protect the interests of the green coffee trade of the United States in general and San Francisco in particular; to promote the interests of the port of San Francisco as a receiving and distributing center for green coffee.

The new association states that already firms handling 95 per cent of the coffee imported into San Francisco have joined the organization. It is also stated that its purpose is in line with the appeal of Chairman Hurley, of the U. S. Shipping Board, for commercial organizations to prepare for commerce after the war.

#### A NEW SOLUBLE COFFEE COMPANY

The Soluble Coffee Company of America, Inc., has been organized to manufacture soluble coffee at Tatamy, near Easton, Pa., in a modern plant that is expected to be in operation about October 1. The main office of the company will be at 97 Water street, New York. The officers are I. D. Richheimer, president and general manager; L. C. Young and E. L. Phelan, vice-presidents. C. W. Griffin is secretary and treasurer.

According to members of the firm, basic patents have been acquired on the process and product. A published report of the incorporation shows the following: Five hundred shares preferred stock, \$100 each; 2,000 shares common stock, no par value; active capital, 50 shares preferred. For the present the entire output will be taken by the Government, and will be packed and shipped to the overseas forces, under the brand name of "Franco-American."

#### AN ALLIANCE TO SUPPRESS FRAUDS

The Alliance for the Suppression of Commercial Frauds was formed September 1 in New York to protect its members against loss through fraudulent practices of all kinds. Albert B. Cory, of Austin Nichols & Co., is president and treasurer, and Arthur B. Reagh, of the Cudahy Packing Company, chairman of the advisory committee. The address of the Alliance is 299 Broadway, New York.

At its first meeting, Manager L. S. Sewell reported several cases that were investigated during the first month of the organization's existence wherein members had been saved from large money losses.

#### U. S. TAKES CHICORY PLANT

The plant of Henry Franck Sons' Company, Inc., Flushing, N. Y., has been taken over by the Eminent Alien Property Custodian of the United

### NEW EQUAL VALUE ASSORTMENTS

Puritan China will delight your most discriminating patrons. Ask for samples and details—there's no obligation.

THE LIMOGES CHINA CO.

W. I. GAHRIS, Pres.

SEBRING, OHIO



## Victory!

**T**HE word carries a thrill. It touches our fondest hopes, our deepest purpose, our pride in doing our part. It spells freedom, prosperity, a clean and decent world to live in.

**LIBERTY BONDS** equip armies, build fleets. But they do something far greater—they buy Victory.

**THEY YIELD Four and One Quarter Per Cent!—**  
**Yes—and Victory!**

**Buy Bonds  
to your utmost!**



*This Space Contributed to the Winning of the War by*

**A. C. ISRAEL**

103 FRONT STREET

NEW YORK

328 MAGAZINE STREET

NEW ORLEANS

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



States and placed in charge of former Congressman William W. Cocks, of Westbury, N. Y., and Judge Turn, Stroudsburg, Pa. The firm manufactures coffee essence and chicory and is capitalized at \$800,000. It was established a quarter of a century ago, and is said to be the largest of its kind in this country. The family controlling the concern are claimed to be residents of Germany.

Eugene Beitter, who has been in charge of the factory since it began operation more than twenty-five years ago, will continue in charge under the direction of the Government directors.

■ Carry On! Buy More Liberty Bonds ■

### MAINLY ABOUT PEOPLE

News About Men in the Trade at Work  
and at Play

ROSS W. WEIR, ex-president of the National Coffee Roasters' Association, left his New York office early in October on his annual ten days' hunting and fishing trip in the Maine woods.

CARL BRAND, of the Widdar Company, Cleveland, was in New York the latter part of September, principally on matters connected with the coming convention of the National Coffee Roasters' Association.

G. M. MORRISON, of the export department of Brooke, Bond & Co., Ltd., London, passed through New York during the month on his way to the Far East. He will visit Boston and Chicago, and expects to sail from Seattle about November 1. His itinerary includes stops at Colombo, India, Japan and Shanghai.

CHARLES H. PICKENS, president of the Paxton & Gallagher Company, Omaha, was seen in Front street last month. He also visited Washington to confer with the Food Administration.

GEORGE W. LAWRENCE, chief of the Coffee Division of the Food Administration, has been so busy in that capacity that he has been

obliged to resign his office as president of the New York Sugar and Coffee Exchange.

E. H. O'BRIEN, head of C. E. Bickford & Co., San Francisco coffee brokers, arrived in New York October 1 on one of his periodical trips to the firm's New York office.

JULIUS SCHOTTEN, head of the William Schotten Coffee Company, St. Louis, visited some of his many friends in Front street the latter part of September.

OUT-OF-TOWN VISITORS—Among the visitors to the New York market during the month were E. J. Stockslager, of the Johnson, Earl, Meyers Company, Pittsburgh; W. F. Eggleston, of the Oneonta Grocery Company, Oneonta, N. Y., and James Hewitt, of H. Kellogg & Sons, Philadelphia wholesale grocers.

### OBITUARY

SOLOMON I. COHN

Solomon I. Cohn, one of the oldest members of the New York Sugar and Coffee Exchange, his connection therewith dating back to January 4, 1883, died September 24 in his sixty-fifth year. In honor of his memory the Exchange was closed for half a day on September 27. This is the second time in the history of the organization that a deceased member has been so honored.

THEODORE SOUTHARD

Theodore Southard, for three years a well-known tea salesman for Carter, Macy & Co., New York, died at his Brooklyn home on September 25. He was 35 years of age and left a wife and six children.

### GERMANS SEIZE U. S. COFFEE FIRMS

Among the 105 American-owned business houses and branches and estates in Germany which have been taken over by the Kaiser's government appear the names of W. R. Grace & Co., which firm is claimed to have an interest in Ehrhardt & Co., Berlin, and Leon Israel & Co., Hamburg.

■ Carry On! Buy More Liberty Bonds ■

### BLACK DIAMOND BRAND PICKLING SPICES

SEVENTEEN VARIETIES OF THE BEST QUALITY OF WHOLE MIXED SPICES AND SEEDS SO PROPORTIONED AS TO PRODUCE A FLAVOR UNEQUALLED FOR ALL PICKLING PURPOSES. BULK OR CARTONS.

ARCHIBALD & LEWIS COMPANY . . . . . NEW YORK

# National Coffee Roasters' Association

## Eighth Annual Conbention

Hotel Winton, Cleveland, Ohio

WEDNESDAY and THURSDAY  
NOVEMBER 13th and 14th  
1 9 1 8

BEGINNING AT 9:30 O'CLOCK ON  
WEDNESDAY MORNING, NOVEMBER 13th

An Unusually Interesting and Helpful Program will be  
Presented.

Speakers of National Prominence will Address the  
Convention.

(The Annual Banquet will be held at the Hotel Winton  
on Wednesday Evening, November 13th)

All in sympathy with the efforts of the Association to  
promote the interests of the Coffee Roasting industry in  
the United States are cordially invited to attend.

The LADIES will, as usual, be heartily welcomed.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

## MARKETS OF THE WORLD

Latest News Letters from Staff and  
Special Correspondents in Foreign  
and Domestic Trade Centers

### OUR LONDON LETTER

The Latest News From Mincing Lane and the  
Continental Trade Centers

Office of THE TEA AND COFFEE TRADE JOURNAL,  
34 Cranbourn Street, London, W. C. 2.

LONDON, Sept. 2, 1918.

THE tea balloted last week (August 25-31) represented over 120,000 packages, of which three-fourths were Indian and the remainder of Ceylon growths. Public auctions are still prohibited, though the trade continues to agitate for their resumption.

After showing a steady increase for months the home bonded stocks of all kinds of tea experienced a decrease of over 7,000,000 pounds during July. The total on July 31 amounted to 95,263,000 pounds, as compared with only 64,793,000 pounds at the same date in 1917 and 84,983,000 pounds two years ago. Supplies are undoubtedly ample for the next few months.

#### CHINA TEA RECEIPTS ARE SMALL

China tea traders are much disappointed at the comparatively small arrivals recently of this description against the orders which were said to have been placed by the Food Controller several months ago. Nothing like the quantities originally intended to be imported seem likely to be forthcoming, which is attributed to delays in completing arrangements. There is some curiosity as to how this tea will be sold. Traders are asking if it will be retailed at 64 cents per pound, as are Indian and Ceylon teas.

#### NEWS OF THE LONDON COFFEE TRADE

At the recent annual meeting of the Coffee

Trade Association of London it was stated that it has not been found possible, despite vigorous trade efforts, to admit Central American or Brazilian coffee for import. About 3,000 tons of the 1916 crop of British East Africa coffee were licensed for admission to the United Kingdom, and arrangements made so far for importing 1,500 tons of the 1917 production. The position of British East Africa coffee depends wholly upon transport. The 6,250 tons agreed upon early last year are still to arrive.

The chairman of the Agua Santa Coffee Company at the recent annual meeting gave the following resumé of conditions, particularly as concerned his company:

"In Brazil, with no fresh suitable immigrants coming into the country, the labor question has become more and more serious, and rates of pay have to be raised at a time when we can least afford it. The prohibition of importing coffee into England has hit us very hard, for it was always specially prepared for this market, and neither the American nor Santos markets wanted our washed coffees, which used to command so high a premium in London. The crop for the year was a very good one, equal to 100 hundredweights (of 112 pounds each) per acre. It was produced at a moderate cost locally of \$3.95 per hundredweight, and delivered in Santos at \$5.34 per hundredweight. Unfortunately, the price obtained for it was only \$6.00, thus only showing a profit of \$1.56 per hundredweights, as compared with \$4.08 last year. Had we only got this extra \$2.52 per hundredweight profit this year I need hardly point out to you what a satisfactory result would have been shown.

"Following a large crop, we are to have a small one this year. The latest estimate is 8,500 hundredweight. The recent increase in price will, we hope, in a measure compensate us for the decrease in yield. As reported to the shareholders, a very severe frost occurred at the end of June, causing great damage to our young fields, and also affecting a considerable proportion of our older coffee as well. The consequence is that, instead of getting a large crop in 1919, as was expected, we can now only look for a small one. We have, therefore, two short crops in front of us—this year's and next.

"We also intend to plant as much cotton as we possibly can this year. This is selling at present at a remunerative price, and we hope to get some revenue from this source in 1919. Future prospects depend so much on the prices we obtain for our produce that it is no good my estimating

Thos. P. Monahan  
formerly of F. W. Markham & Co.

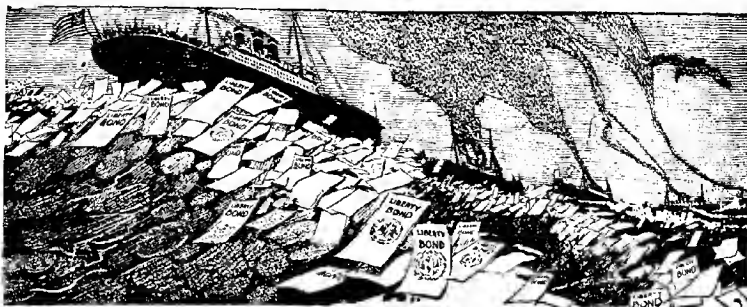
G. A. Schmidt  
formerly of J. H. Thompson Coffee Brokerage Co.

### MONAHAN BROKERAGE COMPANY

(Incorporated)

506 South 7th Street, St. Louis, Mo.

IF YOU WANT "SERVICE", Don't fail to command us.



## Money Makes the Ships Go!

By CHARLES M. SCHWAB

Despite the fact that we have made real progress in shipbuilding, it must be remembered by every patriotic American that the need for ships increases proportionately with the increase in the size of our fighting forces overseas. Transporting troops to Europe is only one-fourth of the task that our shipping facilities must bear. The other three-fourths is the carrying of supplies and munitions of war.

*Ships cannot be built without money.* In war time it takes a great deal of money. Undoubtedly after the war is over the

ships that we are building now will pay for themselves many times over. *But the immediate need is money and the whole-hearted support of the entire nation.*

If the American people could visualize what has been done in our shipyards with the money that they invested in the first Liberty Loans, I am sure they would be as proud and as enthusiastic as I am. The ships that we have built and are building should persuade the most cautious investor to put his money into Liberty Bonds of the fourth issue.

**Buy Liberty Bonds—They are the Best Investment in the World!**

*This Space Contributed to Winning the War by*  
CANISTER COMPANY OF NEW JERSEY  
PHILLIPSBURG, N. J.

them; all I can say is that, by good cultivation and replanting the damaged young fields, we will endeavor to make good the setback we have experienced by frost."

The cocoa market is unchanged here. The stock of raw cocoa in the country is now down to 325,000 hundredweights (of 112 pounds each), about a quarter of what it was at this time last year.

The hot speculation in spices here seems to be dying down now, and there is little demand for the goods that were recently in such extravagant request.

THOMAS REECE.

■ Carry On! Buy More Liberty Bonds ■

## WAR HITS FOOCHOW TEA TRADE

The Unsettled Conditions in Russia and Lack of Shipping Continue to Hamper Business

[SPECIAL CORRESPONDENCE]

FOOCHOW, CHINA, July 26, 1918.

THE war and unsettled conditions in Russia continued to handicap Foochow's trade in black tea, a further decline in export shipments being experienced. At the commencement of the year stocks were: Congou, 45,489 half chests; Souchong, 15,794 half chests; Oolong, 5,615 half chests, and Pekoe, 824 chests. The business done up to the present has been almost entirely in old teas. When the new season opened in June the stocks of old tea had declined to Souchong, 10,000 half chests; Congou, 23,000 half chests; Oolong, 4,800 half chests, and Pekoe, 407 chests.

New teas first appeared early in June. Total stocks of new teas arriving to July 25 are: Souchong, 1,300 half chests; Congou, 55,000 half chests, and 5,000 chests of flowery Pekoe. The valuable flowery Pekoe was priced at 200 taels per chest, and the stocks were immovable at the market opening. Up to the latter part of July the only business done in new teas was several hundred chests of medium grade flowery Pekoe and 2,000 half chests of Congou for shipment to South America. The prices ruling for Congou were 19 to 22 taels—about 3 taels less than last year.

The market generally is not yet open. About

4,000 half chests of old-stock Souchongs have recently been purchased for shipment to France. New stocks show few of the finest teas and the quality all around is inferior to last season. The bad trade in black teas indicates that the second crop will be very small, with practically no third crop.

Shipments of black tea during the present year totaled 3,000,000 pounds, about half consigned to Chinese ports. Exports to the United States totaled 571,000 pounds, all old teas. The present year marked the entry of a local Japanese firm in this branch of the local trade.

The trade in green tea was about the same as last year. Prices ranged from 10 to 24 taels per picul, being somewhat lower than a year ago. All of the green tea is shipped to North China ports after being scented with jasmine or chloanthus flowers. No figures are obtainable of the stocks of old green teas. The arrivals of new green teas to date total 50,000 piculs, of which amount 8,652 piculs have been shipped from the port.

A. W. P.

■ Carry On! Buy More Liberty Bonds ■

## FORMOSA'S TEA TRADE LAST YEAR

[SPECIAL CORRESPONDENCE]

YOKOHAMA, JAPAN, June 15, 1918.—The exports of black tea last year reached 6,094,200 kin (one equals 1,3227 pounds), an increase of about 85 per cent over 1916. The greater part of this was Oolong tea from Formosa, only a few thousand kin coming from Shidzioka and other ports of Formosa. The great increase is mainly attributable to the falling off of exports to Europe and America from India, Ceylon, China and Java as a result of a lack of shipping facilities, which has sent up prices in America over 30 per cent since last year. The short supply and large demand have created a considerable demand for the Formosan product.

C. C. J.

■ Carry On! Buy More Liberty Bonds ■

## JAMAICA COFFEE EXPORTS BIGGER

For the quarter ended June 30, 1918, Jamaica exported \$135,000 worth of coffee, as compared with \$87,000 worth for the quarter ended June 30, 1917.

## PUREST AND BEST BAKING POWDERS

Cream of Tartar and Pure Phosphate

Buyers Private Brands at Attractive Prices

Also High Grade Cocoas under Private Brands

MANHATTAN BAKING POWDER CO., 264 Spring St., New York



## The BAG that INCREASES your SALES

Did you ever realize that *the bag itself* in which you pack your coffee, tea, spices, sugar, flour and a hundred and one other food products can materially increase your sales?

Did you ever stop to realize that it is the *attractive, small package* above all else that has made possible the tremendous growth and success in recent years of a long list of concerns, whose names you know as well as your own?

A clean-cut, neat package with a well-displayed brand-name set in a beautifully colored, striking design has a power of attraction that is irresistible to your customer.

*That* package the customer remembers and will buy in preference to its competitors.

Did you ever stop to find out what staple you are carrying to which you could give your own brand name? Did you ever stop to realize that by putting it up in an attractive, interest-arousing package you can sell it in increased quantity?

## UNION FANCY DUPLEX BAGS

Increased sales mean a bigger business—a greater profit. UNION FANCY DUPLEX BAGS will make increased sales for you.

Millions of these bags have been used for years past in *preference* to tin, glass and other more costly containers. Now that war conditions require giving up these other kinds of packages, you can turn to UNION DUPLEX BAGS with assurance they will hold and preserve your food-product just as safely, and that they will prove of equal value as sales promoters.

UNION DUPLEX BAGS are double bags—one inside the other. The inside bag is strong, tough and non-leakable. It keeps your product as clean and fresh as the day you pack it.

The outer bag is made of superior quality, lustrous paper, and has no apparent seam. And you can have a wide choice in its color.

And then, on that outer bag you can have printed by us in bright, colored inks that flash their cheerful message across the counter almost any design you may desire.

• Think of the handsomely printed cartons, can and bottle labels that grace every grocer's shelves. We can duplicate almost any one of them on UNION DUPLEX BAGS, or print a design for you that has even greater beauty and sales force.

Go over your stock of goods right now. Find the commodity you would like to increase the sale of and then let us get up for you *without any obligation on your part* a design that will force its sale in greater volume.

Or let us send you samples of the bags we have already made for other concerns so that you can see how superior our line of work really is.

## UNION BAG & PAPER CORPORATION

(Name of the Nearest Selling Agent upon request)

PRINCIPAL OFFICES - WOOLWORTH BUILDING - NEW YORK CITY

## OUR BRAZIL LETTER

## Rio Editor Comments on the World's Coffee Supply, Frosts, a British Venture and Other Trade Happenings

[SPECIAL CORRESPONDENCE]

RIO DE JANEIRO, BRAZIL, Aug. 6, 1918.

IN figuring out the visible supply of coffee of the world, exclusive of Government purchases, M. Laneuville, the French statistician, recently wrote that on July 1 it was 8,783,000 bags, as compared with 7,761,000 bags on the same date in 1917. On that day the Sao Paulo Government held an additional 3,014,000 bags at Santos and Rio. He further figured out after including all stocks, visible and invisible, that the total available supply for consumption on July 1 was 17,547,000 bags. Should the war come to a close before the end of June, 1919, and deliveries in consequence increase to 20,000,000 bags, the visible supply would be ample to meet all needs.

Everybody here has been talking "frosts" for several weeks. Now many districts report the damage has not been so bad as it appeared at first. Many fazendeiros insist, however, that the next crop will not be over 3,000,000 bags.

A report from France says that Paris has enough coffee on hand for five years. It is thought, however, that this estimate includes military stores for army consumption only.

To punish Brazil and fill its own empty pockets the German Government proposes to raise the duty on coffee, in anticipation, of course, of resumption of trade after the war.

According to a London cable, a well-known British firm has made arrangements to buy up the entire Dumont crop, and to store it in the producing country until British ports are reopened to the commodity, by means of a system of certificates, intended, apparently, to ensure to prospective British importers whatever supplies of this popular mark of coffee they may then stand in need of at actual prices.

The last three Dumont crops averaged 84,000 cwt., or nearly 71,000 bags, i. e., about 0.8 to 0.9 per cent of next season's Santos crop.

FAZENDA.

## GUADELOUPE'S CACAO PROSPECTS

[SPECIAL CORRESPONDENCE]

GUADELOUPE, F. W. I., Aug. 25, 1918.—Planters are united in the opinion that the principal cocoa harvest of the year, which begins in November, will probably be very good. The weather so far has been very favorable, but as the danger from hurricane will not have passed before the last of October no estimate regarding the amount of the coming crop can be made at present.

As a result of the war, laborers have been scarce, and it is possible that a part of the crop will be lost because of lack of hands at harvest time. Cargo space for France is gradually being provided, and there is every indication that few difficulties of this nature will be experienced in the future.

H. T. W.

## STANDARD GRADES FOR PEANUTS

A committee of Alabama peanut men has been working on a standard as a basis for the sale of the 1918 peanut crop of that State. This crop is estimated to have a commercial value of at least \$25,000,000, and an acreage of more than 1,000,000 acres.

In the past peanuts in Alabama have been bought as peanuts—little attention being paid to the grade. It is believed that the adoption of standard commercial grades will enable buyers to pay a higher range of prices than would otherwise be possible, because of the reduced risks.

## DOMINICAN CACAO CROP SMALLER

[SPECIAL CORRESPONDENCE]

PUERTA PLATA, D. R., Aug. 15, 1918.—It is estimated that the 1918 cacao crop in the Dominican Republic will be 25 per cent below normal, reaching a total of about 37,500,000 pounds. This figure covers both the principal and secondary harvests.

C. A. M.

## CANADA IMPORTING COFFEE DIRECT

In reporting some unusually large sales of Rio, Santos and Bourbon coffees early in August in Canada, it developed that supplies are now being brought in c. i. f. St. John's, N. B., instead of through New York.

**PHOSPHATE**

For Baking Powder and Prepared Flour

**PROVIDENT CHEMICAL WORKS**

Main Office and Works 8011 IOAHO AVENUE, ST. LOUIS Branch Offices NEW YORK, CHICAGO

# We are permitted to continue making FOIL LINED BAGS

The War Industries Board  
writing us on this subject  
say "Permit us to repeat  
that we are deeply interest-  
ed in your package as a sub-  
stitute for tin cans" and "There  
is no question but what you  
have an elegant package."

Thomas M Royal & Co  
Bryn Mawr Pennsylvania



## NEW ORLEANS LETTER

News of the Trade in the "Logical Port" as  
Gathered by Our Own Correspondent

NEW ORLEANS, Sept. 28, 1918.

THE coffee situation at New Orleans is rather critical. No new supplies have been received for several weeks, and so far as known none are afloat, although some coffee has been bought to arrive on a Japanese ship now loading in Brazil. Local stocks are now well below the lowest limits. The arrival of mild coffee, which has been coming in considerable quantities, now is about ended. Prices of mild have advanced slightly, and there has been active trading in it owing to the fact that better grades have been available than in the limited Brazil supply.

The roasters have been able to get a fair supply and trade has been good. Just what the future holds for them is not so easy to forecast. With higher prices for green coffee and very much higher cost of material for packing, labor, transportation, etc., some advance in the price of roasted coffee is thought to be due.

Early in September the announcement of the U. S. Food Administration that it will look with disfavor on any attempt to increase the price of roasted coffee was received and posted at the Exchange at New Orleans. President Casanas, of the National Coffee Roasters' Association, said that he also had received from the Administration a letter urging that the roasters' attention be called to the desire of the Government that no increase in prices be made. Mr. Casanas said he had received no information that any increase had been made by any member of the association, all of whom are loyally abiding by regulations.

The coffee trade has asked the Food Administration to give the roasters some relief. It is hoped the Government will keep a fair parity

between cost of production and sales prices.

President Casanas has had prepared in accordance with a request from the Government a circular to the members of the association asking that conservation of paper and other material used in packing coffee be exercised as far as possible.

The Liberty Loan campaign will keep the trade busy here during the next three weeks. On the opening day A. C. Israel & Co., coffee importers, headed a list with a \$10,000 subscription, and coffee dealers and other members of the Board of Trade are helping actively in bringing about all the sales possible.

A. C. Israel & Co. recently bought from J. A. Harral the four-story building at Magazine and Gravier streets, and after making improvements will move their coffee business to that corner, which is in the Board of Trade block. Mr. Harral has fitted up handsome quarters in Gravier street, in the same block.

Charles Dittman & Co. have moved to the upper story of the building diagonally opposite the Israel building. Mr. Dittman is chairman of the Board of Trade coffee committee. M. Levy & Sons will locate, with their coffee business, on the ground floor. The coffee business now is one of the leading features of the Board of Trade, though rice in its season runs it a close race.

E. K. PELTON, SR.

Carry On! Buy More Liberty Bonds

## MADRAS COFFEE MARKET IMPROVED

[SPECIAL CORRESPONDENCE]

MADRAS, INDIA, May 9, 1918.—Business conditions in the coffee industry on the West Coast have taken a favorable turn lately owing to arrangements that are being made to facilitate disposal of the crop. Amongst the measures of relief is the expected demand for 2,000 tons from the Greek Government.

L. M.

**When in the market for bulk coffees let us  
quote and submit samples.**

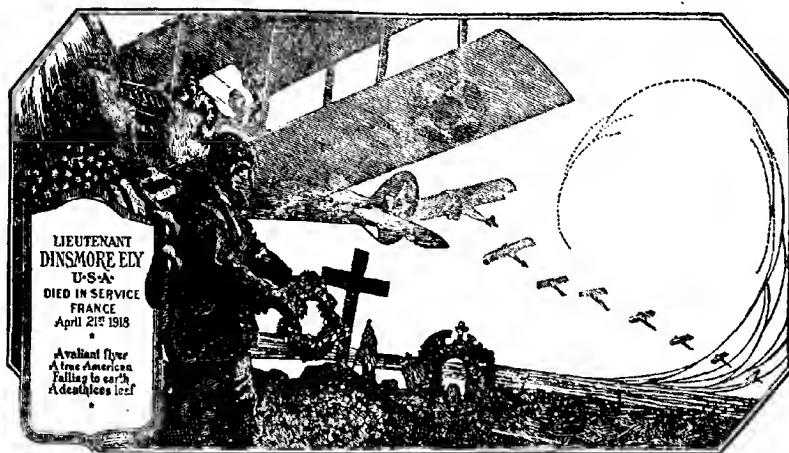
**A large assortment of quality coffees to  
select from.**

**B. FISCHER & CO., Inc.**

**IMPORTERS**

**Tea--Coffee--Spice--Rice**

**NEW YORK CITY**



## While Heads Are Bared

**L**IEUTENANT ELY, it is ours reverently to acknowledge the service you have rendered.

To your country and ours, you gave all you had to give, a life, young and buoyant, offered when you had but just arrived at life's fullest understanding—and more than this no man can give.

Little did you know, Lieutenant Ely, when you went to the post that day, that your last letter to those proud parents you left back home contained a message not alone for them, but, simple and sincere, for all your countrymen as well.

It did, indeed, for you uncovered the heart of all America when you wrote, "I want to say in closing, if anything

happens to me let's have no mourning in spirit or in dress, for like a Liberty Bond, it is an investment, not a loss, when a man dies for his country."

The Fourth Liberty Loan is now announced.

Do you think, Lieutenant Ely, that we shall soon forget your admonition—or that we shall not proudly subscribe for all we possibly can of your country's Liberty Bonds, which you so nobly glorified?

Indeed, we can do no less, for it seems to us that each subscription blank must bear your parting salutation—"for like a Liberty Bond, it is an investment, not a loss, when a man dies for his country."

## BUY UNITED STATES GOVERNMENT BONDS OF THE FOURTH LIBERTY LOAN

*This Space Contributed to Winning the War by*  
AMERICAN CAN COMPANY

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

## CHICAGO NEWS LETTER

Activities of the Trade in the Windy City and  
Vicinity as Seen by Our Own  
Correspondent

[FROM A STAFF CORRESPONDENT]

CHICAGO, Sept. 30, 1918.

**A**CCORDING to some tea merchants in Chicago, the buyer who anticipates his wants for the next twelve months is making no mistake. One importer said that owing to the high market in Japan, which is expected to go still higher, any teas bought now "will look cheap in three or four months."

Japan and gunpowder teas are advancing in price. Congous are not much in demand, and Javass are being used quite extensively for blending. Machine-made Javans are noticeably inferior in style.

The Chicago Coffee Roasters' Association will abide by the spirit of the message received here from the president of the National Coffee Roasters' Association, B. C. Casannas, which in effect stated that the Food Administration would depend on the loyalty of coffee roasters to defer any advance in coffee prices until after October 1. The message clearly indicated that the Govern-

ment will take some action in the very near future with reference to prices, but definite information as to what the action may be is not available here.

Chicago coffee men favor the action taken by New Orleans toward importing Brazil coffee through that port for Mississippi Valley roasters. It is pointed out that the Chicago trade is compelled to pay high overhead expense, including storage, freight and handling, in operating through Eastern ports, while under the New Orleans plan congestion would be solved. It is declared that the renewed traffic in the Mississippi River, which opened this week with the movement of six Government barges between St. Louis and New Orleans, may prove advantageous to the project. Additional Government barges will be added to the fleet from time to time until thirty or more are in operation.

Representatives of the Chicago Coffee Roasters' Association during the month held a conference with the State Fuel Administrator, during which the latter suggested that the coffee roasters voluntarily change from coal to gas for roasting fuel. The roasters have agreed to follow the suggestion wherever the main gas lead is available to their respective establishments. An investigation is being made to determine the advisability of extending such leads.

E. J. COSTELLO.

# LIBERTY BONDS

"The Best Investment in the World"

DANNEMILLER COFFEE COMPANY

116-126 39th STREET,

BROOKLYN, N. Y.

**U. S. BONDED AND FREE STORAGE SPACE  
FOR TEAS, COFFEE, RICE, GENERAL MERCHANDISE**

**ANCHOR WAREHOUSES, Inc.**

231-241 EAST 47th STREET and 887-9 SECOND AVENUE  
NEW YORK CITY

Steel and Concrete Fireproof Buildings. 120,000 Sq. Ft. of Storage Space. Large Lots a Specialty.  
Two Immense Elevators. Quick Service. Reasonable Rates. Large Shipments can be sent to  
us by Lighters via the 47th Street East River Pier—Just a block from our Warehouses.  
Reserve Space now—Telephone Murray Hill 8831

## COFFEE AND SPICES

are delicate subjects to handle

Duplex Bags, Carton Linings, any method of paper used. Therefore QUALITY is absolutely packing requiring paper is only as good as the essential. Our line of

### Diamond-F Protective Papers

is extensively used for the packing of food products of various kinds where it is possible to use paper. In fact, many are now using Diamond-F Glassine, Diamond-F Greaseproof, Diamond-F Vegetable Parchment, Diamond-F Parchinoid where formerly more expensive containers were thought necessary.

IF YOU WOULD LIKE TO KNOW WHAT DIAMOND-F PROTECTIVE PAPERS CAN DO FOR YOUR PRODUCTS, SEND FOR A

LINE OF SAMPLES, GIVING US SOME IDEA OF YOUR REQUIREMENTS.

We start with the basic raw materials, converting them into paper ready for shipment throughout the world. Thus we control every step in the manufacture. This assures purity and high quality. These papers are pure cellulose, free from oils, chemicals, waxes, metals, etc. May be had in rolls, sheets, circles.

Jobbers throughout the country sell Diamond-F Protective Papers

### Diamond State Fibre Company

Bridgeport, Pa. (Near Philadelphia)

Also makers of Diamond Fibre—"A Remarkable Material"



A Mark of Quality  
A Sign of Service



### Shall We Not Prove Our Gratitude?

Are we not grateful that our homes are not in ruins, our women and children slaughtered and enslaved?

What sort of selfish people will we appear to the world if now, when our country asks us to lend our money for the benefit of our boys on the firing line, we fail to answer the call?

The people of the rest of the civilized world have pledged everything they have to defeat the monstrous military power of Germany. Can we retain our self-respect if we do less?

Are you doing your share? Have you bought all the LIBERTY BONDS you possibly can?

**Buy Liberty Bonds Today—Any Bank Will Help You**

*This Space Contributed to Winning the War by*

**SAMUEL M. LANGSTON COMPANY**  
CAMDEN, N. J., U. S. A.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL.

## THE NEW YORK MARKETS

## Special Market Reviews for "The Tea and Coffee Trade Journal"

NEW YORK, Oct. 3, 1918.

THE coffee market has been growing firmer the last few weeks, with little prospect of an immediate change. Practically all growths coming to New York have shown an advance in line prices from 1 to 2 cents, and some even higher. The Government ruling which prevents trading in Decembers furnished about the most spectacular feature of the month. The speculative element seems to have taken to cover.

Brazil's visible supply for this market is dwindling. Late reports show 1,195,522 bags, against 2,360,286 bags at this time last year. The month's shipments from Santos totaled 209,000 bags, and from Rio 15,000. A well informed broker declares that there are no indications of a decline in the spot market. Mild coffees were quite steady at the beginning of the month.

## THE TEA MARKET

A fairly steady movement of tea into consumption has been going on all month, but it is notice-

able that buyers are only filling their immediate requirements. Javas have been moving well, especially the medium and low grades. The small Formosa supply hampers business in that line, while Japans continue on a full price basis with low spot stocks. China greens are scarce. Ceylons and Indias are quiet. Colombo advises that the market in Ceylons of inferior grades has eased off a bit. Javas continue to arrive in this country in large volume.

The spice market can be characterized as nervous but unchanged in prices during the month. Trading has been quiet.

PEPPERS—All grades remain unchanged, and the demand is of a jobbing nature. CLOVES—Though some goods arrived the market remains steady, the shipments being bought even before the vessels came in. PIMENTO—Prices are still on the upward trend and are expected to go higher before a turn comes. CASSIAS—All grades show an unchanged aspect, with Canton rolls very scarce. NUTMEGS—Stocks continue low, and the demand is steady from jobbers. MACC—Good grades have shown activity and supplies are dwindling. GINGER—This market is featureless, with no receipts and insignificant trade.

# Buy Liberty Bonds

**CHARLES de CORDOVA**

SOLE AGENT for UNITED STATES (East of Denver) and  
CANADA of THE FUJI COMPANY, SHIDZUOKA, JAPAN

78 WALL STREET

NEW YORK

**General Can Company**

Sixteenth & Canal Sts.

Chicago, Ill.

**Tin and Fibre  
Cans**



**Ritchie's** ALL FIBER CANS  
TIN TOP AND BOTTOM CANS

The ideal container in place of expensive tin cans. Ritchie's Paraffined or Parchment lined cans hold the aroma, are airtight and non-absorbing. The ideal package for Coffee, Tea, Spices, Coconut and all dry foods.

*Quotations and samples promptly forwarded.*

W. C. RITCHIE AND COMPANY  
414 SO. GREEN ST., CHICAGO, ILL.

We are marketing a high grade package coffee under  
the trade name of the

## Commonwealth Blend

and we solicit the accounts of jobbers and wholesalers in  
New York City and other territory.

*Correspondence invited.*

**The Commonwealth Coffee Company, Inc.**

42 Cliff Street, New York

U. S. Food Administration License No. F. 20004

## STORAGE FOR TEA, COFFEE, ETC.

One of the largest storage warehouses for tea, coffee, spices, etc., in New York City was recently opened by The Anchor Warehouses, Inc., at 231-241 East Forty-seventh street. The building is of concrete and fireproof construction, and has about 120,000 square feet of storage space. The managers state that they have superior lighterage facilities for handling large lots quickly and cheaply.

■ Carry On! Buy More Liberty Bonds ■

## SALIENT TRADE NOTES

C. E. Steffey, sales manager for the United States and Canada for the National Cash Register Company, has been appointed general sales manager for the company's business all over the world. Mr. Steffey has been with the National Register Company for twenty-three years.

G. A. Schmidt, for fifteen years with the J. H. Thompson Coffee Brokerage Company, St. Louis, has joined forces with Thomas P. Monahan, of St. Louis, who organized the Monahan Brokerage Company about a year ago. Mr. Monahan was formerly with F. W. Markham & Co., and also Hard & Rand.

A. D. Stevens, San Francisco manager for J. C.

Whitney & Co., Chicago, tea importers, died September 4. His assistant, Mr. Mackay, is in charge of the office.

Frank S. Snell, advertising manager of Hills Bros., San Francisco, died September 13. He was widely known in the Pacific Coast tea and coffee trade, and had been connected with Hills Bros. for twenty-two years.

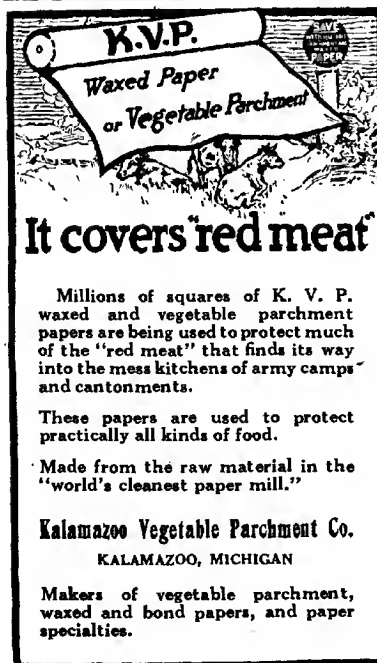
The St. Louis "Times" recently published a poem written by M. K. Sherwood, representative of Irwin-Harrisons & Crosfield, Inc., in a territory west of Chicago, where he has become widely known as a tea salesman in his forty years on the road.

W. N. Hunter, formerly vice-president of the Biston Coffee Company, St. Louis, and before that salesman for William Schotten & Co., is now with the James H. Forbes Tea & Coffee Company.

Newmark Bros., Los Angeles, Cal., are soon to add a new Burns coffee roaster of the Jubilee two-bag gas-fuel type.

Ross W. Weir & Co., New York, have bought the five-story loft building at 52 Front street.

The Stebbins Company, Savannah, Ga., recently incorporated, with \$25,000 capital, to manufacture peanut products by Homer F. Geiger, J. C. Tyson



**K.V.P.**  
Waxed Paper  
or Vegetable Parchment

**It covers red meat**

Millions of squares of K. V. P. waxed and vegetable parchment papers are being used to protect much of the "red meat" that finds its way into the mess kitchens of army camps and cantonments.

These papers are used to protect practically all kinds of food.

Made from the raw material in the "world's cleanest paper mill."

**Kalamazoo Vegetable Parchment Co.**  
KALAMAZOO, MICHIGAN

Makers of vegetable parchment, waxed and bond papers, and paper specialties.



**"SEALRIGHT"**  
High Grade Paper Cans

for the packaging of Coffee, Tea and other Dry, Liquid and Semi-Liquid Foods.

Fine appearing, durable, water-tight, odorless and tasteless.

The superior appearance and construction of "Sealright" Cans, attract immediate attention wherever shown.

Write for Samples and Prices

**SEALRIGHT CO., INC.**  
FULTON, N. Y.

## Keep Your Liberty Bonds

**H**OLD to that bond. You invested to help send the boys across. They are over now, at grips with the German monster. You expect them to hold on—hold on till the last vestige of autocracy is crushed out of him. Then you, too, must hold on—must keep your enlisted dollars invested on the fighting line.

It isn't the hooray of a campaign that wins a war. It's the will to hang on, to make sacrifice today, that tomorrow may bring victory.

And your investment. Those bonds are the safest investment you ever made. Don't be lured into exchanging them for the "securities" of some suave get-rich-quick operator. Big returns may be promised but the bigger the promised returns the bigger the risk.

If you have to have money, take your bond to any bank and use it as collateral for a loan. There is no security the banker would rather have—nothing on which he will lend more willingly.

Don't use bonds to buy merchandise. The average merchant, accepting your bond in trade, sells them immediately, thus tending to lower their market price and taking away from the buyer of your bond the ability to lend a corresponding amount of money to his Government. Liberty Bonds are meant to help your country at War; are meant for investment and to provide an incentive for saving and a provision for the rainy day.

Hold fast to your Liberty Bonds. Hold fast for the sake of the boys "Over There." Hold fast because it is good business.

UNITED STATES TREASURY DEPARTMENT

Contributed through Division of Advertising  
• United States Gov't Committee on  
Public Information



This space contributed for the winning of the war by  
THE TEA AND COFFEE TRADE JOURNAL COMPANY



Comply in Every way to the  
**WAR INDUSTRIES  
BOARD REQUISITION**

## *Waco* FIBRE CONTAINERS

For Packaging  
COFFEE, TEA,  
BAKING POWDER,  
SPICES, Etc.

The War Industries Board—Tinplate division—has recently ruled that coffee, Tea, Spices and Baking Powder are to be put up in fibre containers, and they specially recommended a square container, made of all-fibre, so as to conserve packing and shipping space as well as tin.

*Waco* Fibre Containers conform perfectly to this ruling.

They are square in form; no tin or other metal is used in their construction.

If ordered in quantities large enough we can supply them Knocked down, folded flat to be assembled at your own plant.

Let us help you solve your packaging problems. Get complete information, prices, etc.

THE *Waco* FIBRE  
CONTAINER CORPORATION

160 West Front St. Monroe, Mich.



and Thomas L. Hill, is installing a complete Lambert peanut butter equipment.

The M. J. Brandenstein Company, tea and coffee importer, has moved its Los Angeles office to 300 Avery street.

The Wagstaff Coffee Company, Detroit, which recently absorbed the Royal Valley Coffee Company, will soon install a Burns 12-bag green coffee mixer, 500-pound tea mixer and a Challenge pulverizer.

Paxton & Gallagher have bought the two buildings and land adjoining their Omaha plant on the east.

Armour & Co., Kansas City, Kan., are increasing their peanut butter equipment. A complete roasting plant of the latest Lambert type is now in process of construction.

The Star Cash Stores Company, Dallas, Tex., which also has nineteen stores in Houston, has installed a complete coffee-roasting plant. E. W. Bates, for thirty-one years with the Woolson Spice Company, Toledo, recently joined the Dallas organization.

The new Hotel Pennsylvania, New York, has selected a No. 11 Burns coffee mill to turn out large quantities of fine ground fresh coffee daily.

August Rethemeyer, formerly with the Biston

Coffee Company, is now with the W. L. Allen Coffee Company, St. Louis.

The Fletcher-Wilson Coffee Company, Nashville, Tenn., has installed another Lambert new model peanut blancher. This is of all-steel construction.

Percy C. Stine has resigned from the Wilkinson-Gaddis Company, and is now with the American Grocers Society, Inc., Newark, N. J.

The D. Pender Grocery Company, Norfolk, Va., is now doing a wholesale coffee business, with Gerald Byrne, formerly with Greenhut Company, New York, in charge. A Burns Karoma two-bag outfit, specially arranged for gas fuel, will be installed, also a Challenge pulverizer and an additional granulator with chaff remover.

The Greenwood Peanut Company, with capital stock of \$50,000, has been incorporated at Greenwood, Fla. The officers are Joseph Messina, president; R. A. Wells, vice-president; L. B. Smith, secretary-treasurer.

The Woldert Canning Company, Tyler, Tex., will soon have a complete and modern peanut butter plant in operation. The Lambert Machine Company is designing and building all of the elevating, feeding, roasting, cleaning and blanching machinery.

# J. C. WHITNEY COMPANY

## Exporters TEA Importers

### CHICAGO

### and

### NEW YORK

437 WEST ONTARIO ST.

82 WALL STREET

#### SALES OFFICES

136 STATE STREET, BOSTON  
7 SOUTH FRONT STREET, PHILADELPHIA  
714 EQUITABLE BLDG., ST. LOUIS  
149 CALIFORNIA STREET, SAN FRANCISCO  
Sales Agents, Toronto and Montreal, Canada



#### BUYING AND SHIPPING OFFICES

SHIDZOUKA, JAPAN  
SHANGHAI, HANKOW, FOCHOW, CHINA  
DAITOTEL, FORMOSA  
COLOMBO, CEYLON  
CALCUTTA, INDIA  
BATAVIA, JAVA  
LONDON, ENGLAND

**PACKERS AND BLENDERS OF TEAS OF EVERY KIND IN  
EVERY VARIETY OF CONTAINER FOR  
PARTICULAR BUYERS**

**IN CONSTANT AND CLOSE TOUCH WITH ALL  
BUYING AND SELLING MARKETS**

# TRANSMARINA TEAS

## JAVA TEA

At present prices Javas show the best intrinsic value of any teas on our market.

It is not reasonable to expect the low basis of today to continue very long. The prudent buyer can make no mistake in securing good selections—NOW—while he may.

The feeling that changes in world conditions may soon open other markets to Java is already being reflected in the increasing strength of the primary market. Almost the entire local demands of the country for black fermented teas are being concentrated on Javas, and spot stocks are being rapidly absorbed.

NOW is the time to buy Java Tea.

HANDELMAATSCHAPPY "TRANSMARINA," INC.

(Trading Co. "Transmarina")

62 William Street,

New York City, N. Y.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

The Seale Peanut Corporation, Seale, Ala., is planning to increase capital stock from \$82,000 to \$125,000, and is installing machinery to manufacture cold-pressed peanut oil.

The Eppens, Smith Company, New York, has installed two small Burns sample coffee mills.

The United States Peanut Company, Chicago, has been incorporated, with \$20,000 capital, by William H. Burges, Ella Brophy and Selma Stuenkel.

The Community Coffee & Spice Company, Alliance, Ohio, has contracted for a complete peanut butter plant of the latest Lambert design and construction.

The Shredded Wheat Company, Niagara Falls, N. Y., is distributing a little 12-page booklet entitled "What the War Has Taught Us," which discusses in a consumer talk the war-time discoveries in the values of food constituents, particularly as regards wheat.

Alfred Liebenstein, for many years Southwest-ern representative for the Private Estates Coffee Company, New York, is now representative for the Commonwealth Coffee Company, and when not on the road makes his headquarters at the company's office at 42 Cliff street, New York.

Carry On! Buy More Liberty Bonds

**REEVE & VAN RIPER**  
WAREHOUSEMEN  
**COFFEE** Milling, Cleaning, Hulling,  
Separating and Picking  
**Packers of Teas** in all styles. Lead  
storage and weighing packages a specialty  
46-48-49 WATER ST., NEW YORK

**E. B. MÜLLER & CO.**  
Importers, Growers and Manufacturers of  
**CHICORY AND**  
**COFFEE SUBSTITUTES**  
OF EVERY GRADE  
211 FRANKLIN STREET, NEW YORK

### TEA AND COFFEE CURIOS WANTED

Old books, papers, advertisements, hand bills, etc. having to do with the **Early Days of the Tea and Coffee Trade** in America wanted for our permanent historical collection. Donors will be suitably memorialized. If not offered as a gift, state price and full particulars. Address The Library of The Tea & Coffee Trade Journal, 79 Wall Street, New York.



## Stand by Him!

He is fighting for you—fighting with the spirit of Victory. He will never quit till his job is done. But he can't win with his bare hands.

Send up the ammunition!  
Send up the hand grenades!  
Send up the rifles and bayonets  
and machine guns that will help to win new battles.

Get into the fight—the way he is in  
—with your whole heart.

**Buy Bonds to your utmost**

Contributed to The Winning of the War by  
EPPENS, SMITH COMPANY  
NEW YORK

# **JAVA TEAS OF DIRECT IMPORT**

**ROWLEY DAVIES & CO., LTD.**

BATAVIA, JAVA  
OR FENCHURCH HOUSE,  
5, FENCHURCH STREET,  
LONDON, E. C.

**WILL GLADLY SUPPLY ALL INFORMATION**

## **IRWIN-HARRISONS & CROSFIELD, Inc.**

*Importers and Jobbers of Teas*

PHILADELPHIA	NEW YORK	BOSTON	CHICAGO
50 So. Front St.	96 Wall St.	27 India St.	425 W. Ontario St.
SAN FRANCISCO, 25 California St.			

London	Colombo	Calcutta	Batavia	Shanghai	Hankow	Foochow
Shidzuoka	Daitotei	Medan (Sumatra)	Singapore			

## **FRANCIS PEEK & CO., Ltd.**

Head Office: 20 Eastcheap, London, E. C.

<b>SINGAPORE</b>	<b>JAVA</b>	<b>SUMATRA</b>
Laidlaw Buildings	Batavia, Soerabaja, Bandoeng and Semarang	Medan and Padang

## **EXPORTERS of JAVA TEA**

and other Dutch East Indian Produce

<b>TIN</b>	<b>RUBBER</b>	<b>SUGAR</b>
COFFEE	RICE	TAPIOCA
PEPPER	CITRONELLA OIL,	ETC.

WRITE TO OUR BATAVIA HOUSE AND ASK TO BE PLACED ON  
MAIL LIST TO RECEIVE OUR JAVA MONTHLY PRODUCE REPORT

## THE PRACTICAL RETAIL GROCER

A department devoted to the discussion of problems which vex retailers; telling how to arrange, display and sell goods; how to systematize; how to advertise, how to obtain the maximum efficiency in the grocery business.

### WAR-TIME ACCOUNTING

The New Revenue Act Brings Out Forcibly the Fact That Every Grocer Should Keep an Accurate Record of His Business

BY DANIEL C. ROPER

Commissioner of Internal Revenue

THE Revenue Act is expected to produce \$8,000,000,000. This means a tax on the average of more than \$76 for every man, woman and child in America. The average per family is nearly \$340.

In many businesses taxes will be one of the largest items of expense. It is of the utmost importance, therefore, that every concern in business, large or small, whether corporation, partnership or individual, shall maintain an exact record of its receipts and expenses; in other words, keep accurate accounts. Taxes should be considered as an expense for the year for which they are assessed rather than for the year in which they are actually paid, and the necessary reserves should be provided for at once.

#### HOW GROCERS CAN HELP TAX COLLECTIONS

Because of the large amounts to be collected, the Bureau of Internal Revenue will be compelled to check the income tax returns filed by taxpayers more closely than heretofore. The retail merchant who is able to place before the internal revenue inspector book records showing exactly how he arrived at his statement of net income will greatly facilitate the Government's task of collecting the war revenues and save himself annoyance and expense.

No special system of accounts is prescribed by the Internal Revenue Bureau, but the books should show in detail inventories, purchases, sales, capital investments, depreciation and similar items required in making up the income tax return. Every merchant should study the income tax law and regulations, and see to it that his accounts are kept in a manner that will enable him to determine his net income for taxation purposes.

Aside from the necessity of keeping systematic accounts in order to comply with the Government's requirements, every progressive merchant should adopt an approved accounting system for the good of his own business. In no other way can he further his financial interests more effectively. It has been proven time and time again that accurate accounts are absolutely essential to success in business. The merchant who has a good accounting system is able to eliminate waste and unnecessary expense, and can so control his purchases and his credits as to greatly lessen the chance of failure. The inventory, which cannot be taken without some form of accounts, is the compass of a business. Without it the direction in which the business is heading either for success or failure cannot be determined.

In the complexities of modern business, costs must be calculated with certainty in order to determine what the selling price of an article should be in order to yield a reasonable profit. This is impossible without books of account.

The profits of a business or the losses of a business cannot be determined without book records; and now that the Nation requires every citizen to contribute to the war budget within his means and income, the returns required by the Government under the revenue laws cannot be made with any degree of accuracy without books of account and annual inventories.

The bad debt loss of the Nation, which runs into large figures annually, is due in large measure to inexperience and inability. If merchants would keep even the simplest books of account the bad debt wastage would be reduced materially, for inability and inexperience are usually marked by the absence of an accounting system.

Owing to the withdrawal of man power from industry it is essential that every business man be more frugal and exert himself more effectively to conduct his business efficiently. Extra effort put forth in carrying on the business, so as to increase volume at less expense, will decrease the chance of failure, increase the earnings of the



## Pouring Forth Our Earthly Treasures For Treasures That Are Godly

**W**EALTH and treasure are material estate. They are the heritage of diligence and good fortune.

But life, liberty and happiness are above all these. They are the possessions of Heaven which God alone bestows, and only He may rightfully take away.

So it is fitting and natural, when a sanguinary power, conceived in cunning and nurtured upon blind submissiveness, challenges the very right of God, that the world should turn in wrath against such blasphemy.

Wealth and treasure are this land's possessions. We are proud to think that this is largely so because the divine principles upon which life, liberty and happiness are predicated have been in diligence and good fortune our earnest precepts.

But as this great estate was in the making, we had no dreams of a day when we might

pour forth this wealth and treasure for treasures far more godly.

It is today our privilege to do this, without reserve, unstintingly. And it is our privilege to see this wealth and treasure go forth hallowed by its own great purpose—for it expends itself not for selfish gain nor mean advantage, but that men throughout the world may hereinafter dwell in peace, secure in the knowledge that the life, liberty and happiness given them by God, may not, at the whim of some perverted human agency, be ruthlessly snatched away:

And so as you inscribe your name upon a subscription blank for Liberty Bonds to-day, your hand pours forth the treasure of the land, which returning will bring back with it fourfold the treasures of Heaven, life, liberty and happiness, and the gratitude of men saved from servitude and degradation.

## BUY UNITED STATES GOVERNMENT BONDS OF THE FOURTH LIBERTY LOAN

*This Advertisement Contributed toward the Winning of the War by*  
THE SHREDDED WHEAT COMPANY,  
NIAGARA FALLS, N. Y.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

chant as a reward for his effort, and enable him to share more liberally in the governmental financial programme made necessary for the successful prosecution of the war.

The man who knows the exact condition of his business from day to day has an immeasurable advantage over the individual who has no records upon which to base his operations. It is the duty of every citizen, especially in these war times, to keep in such close touch with his business through record keeping and otherwise as to maintain the greatest efficiency and render to his Government every cent due in taxes.

■ Carry On! Buy More Liberty Bonds ■

### TEA NOTES FOR RETAILERS

Some Valuable Hints on Blending and Distributing as Suggested by a Canadian Importer

By H. L. MACLEAN  
Vancouver, B. C.

#### NO. 5.—ESTABLISH YOUR OWN BRAND

**Y** EARNING, Learning and Earning—only a difference of one little letter between the three words, but the first two are essential before the last is possible. We all yearn for more business; but we are usually in such a hurry for earning we skip the learning. The tea business is no exception.

You know dealers who have worked up their tea business to an enviable position, and you wish you had as good a hold on your customers. You can, if you pay the same price in effort. If you are content to hand down any package tea asked for because it has been advertised to a considerable extent, you will never have a tea trade worthy of the name.

Select a good all-round tea, send for samples, get prices. Package teas to-day cost about 4 cents over bulk. Put the 4 cents into extra quality. Advertising costs the packer about 3 to 4 cents per pound; put the extra 3 to 4 cents also into quality. Buy a good bulk tea, one almost up to the price of the advertised package brands. You will get a considerably better tea. Keep the advertised package out of sight. If a customer insists on some advertised brand, get it for her from the back store. Talk your own tea; get them to try a pound, with the guarantee of money back if not satisfactory.

Satisfy yourself, first, that your tea is right, and it is a very easy matter then to talk confidently to your customers. Let your clerks keep a record of the number of new tea accounts you open a

month. Follow up your first sale to new customers; find out how it pleases them. If satisfactory, ask them to recommend it to their friends. You will soon find people coming over from the store where they sell the cheap tea to buy yours; and where tea goes something usually goes with it, and that is extra profit, too.

Don't befooled yourself with the notion that the average consumer cannot distinguish between even a fairly good tea and an extra good tea such as yours should be.

■ Carry On! Buy More Liberty Bonds ■

### GROCERS' MAN-POWER PROBLEMS

How the Government's Demand for Conservation of Labor and Materials is Speeding Up and Changing Old Methods

**A**N outstanding feature of the country's dwindling force of grocery clerks is the cheerful and skillful way in which proprietors accept the burden and work to overcome the deficiency in man power. Not only is the Government taking men out of the stores, but at the same time expects the grocer to maintain his volume of business, conserve materials and money and stop wastes.

On the way merchants solve these problems depends not only the extent to which they will benefit by the coming of peace and prosperity, but whether or not they can with justice claim that they are doing all in their power to help win the war.

New conditions demand new treatment. There is no certainty that the cost of merchandise and overhead and operating expenses will not continue to mount as rapidly as they have in the past year. To meet these conditions no store can afford to hold on to old, worn-out methods.

Labor-saving machinery has helped solve the problems for many American grocers, just as it has for the merchants in Canada, England and France who have faced the problem since war broke out four years ago.

As the Government's demand on the nation's man power brings added burdens to the grocery trade, as well as others, each merchant owes it to himself as well as to his country to make certain that neither his time, goods nor money are wasted. He can do this by having a more efficient system than he has used heretofore.

The cash register has been found to hold a prominent position in the merchant's efforts to keep abreast of the tide with a lessened clerical force.



## Perfetto sugar wafers

Dealers use these dainty, tempting wafers with great success as an introduction to the many varieties of Sunshine Biscuits. This well-known line of crackers, cookies and wafers, in pleasing shapes and flavors—staples and novelties, offers tempting selections especially for the war-time menu.

## Sunshine Biscuits

The Sunshine Selling Plan will interest you. If put into operation in your store it is sure to bring you additional business at minimum selling cost. Sunshine Biscuits sell and sell fast. Write us today.

### LOOSE-WILES BISCUIT COMPANY

Bakers of Sunshine Biscuits  
Branches in Over 100 Cities





It enables clerks to make more sales; reduces deliveries; helps to increase business without increasing the operating force; makes every motion account, and speeds up the whole organization. It makes it possible to operate a store with fewer clerks; gives quick service; cuts down clerical work, and saves clerical and delivery supplies.

Cash registers do almost everything in their particular line except talk. They make first-class clerks out of second raters. Some registers show how much business the clerks do, how many people they serve, and how big are their sales. They not only make clerks quick, careful and reliable, but themselves are practically mechanical clerks. They enable stores to operate with less help, handle a greater rush of business and yet give good, quick service.

The clerks have fewer steps to take; they do not have so much writing to do; they can make two sales where before they made only one. These are some of the reasons why merchants who are anxious to comply with the Government's request to conserve man power, materials and money and to stop wasteful practices, have found their greatest assistance in cash registers.

**Carry On! Buy More Liberty Bonds**

#### A NEW CORN PRODUCT

The Kellogg Toasted Corn Flake Company, Battle Creek, Mich., has evolved a new product to fit in with the Government programme to utilize corn in as many ways as possible. The new article is called "cornioca," and is used in the same way as tapioca, although it is made from the starchy part of the corn. Its principal food value consists of carbohydrates.

Cornioca is made in two styles, granulated and pearl. Both styles are practically instant products, due to the fact that they are partially cooked and do not require much soaking. The following is a comparative analysis of cornioca and tapioca, but the first named sells at a slightly lower price than the other:

	Cornioca.	Tapioca.
Moisture .....	11.5	11.4
Ash .....	.1	.1
Protein .....	.6	.4
Fat .....	.1	.1
Carbohydrates .....	87.51	87.9

#### FOOD CONSERVATION DIGEST



Practical suggestions for dealer and consumer co-operation with the United States Food Administration.

#### AN OPEN LETTER TO CLERKS

Showing the Importance of the Salesman's Relationship Between the Public and the Food Administration

HERE is a letter addressed to grocery clerks that was prepared in the Washington offices of the United States Food Administration. It shows the importance of the salesman's relationship between his customers and the Government's food conservation programme, and should be taken to heart by every grocery clerk:

When your customer was peevish to-day because she could not buy more sugar than 2 pounds per person per month, what did you say to her?

Did you shrug your shoulders and make some slighting remark about the Food Administration and the impossibility of understanding its regulations, or did you have the facts at your tongue's end?

It is important that you remember what you said, because upon your answer to her criticism may largely depend that woman's attitude toward the Food Administration, our own Government, and toward the war in general.

Suppose you had said to her that she was being asked to restrict her use of sugar because the ships which were formerly used to transport sugar to this country were now taking our soldiers to France in such numbers that they have definitely staggered the German line. Suppose you had explained to her that the allied countries of Europe have been holding that line for years on a lower sugar ration than we are now asked to observe, and that in the face of pitiful shortage of all other supplies. Suppose you had taken a few minutes to show her how soldiers need sugar for quick energy, and how much greater our exports must be now that we have more than a million men over there to be fed, in addition to the 120,000,000 allies, all of whom look to us as the last food resource of the civilized world.

Women are sympathetic and loyal by nature.



### Empire Hardware Company

Grocers' STORE FURNISHINGS Bakers' Butchers' Restaurants

SCALES, CANISTERS, SHOW CASES, REFRIGERATORS, Etc., ELECTRIC COFFEE MILLS

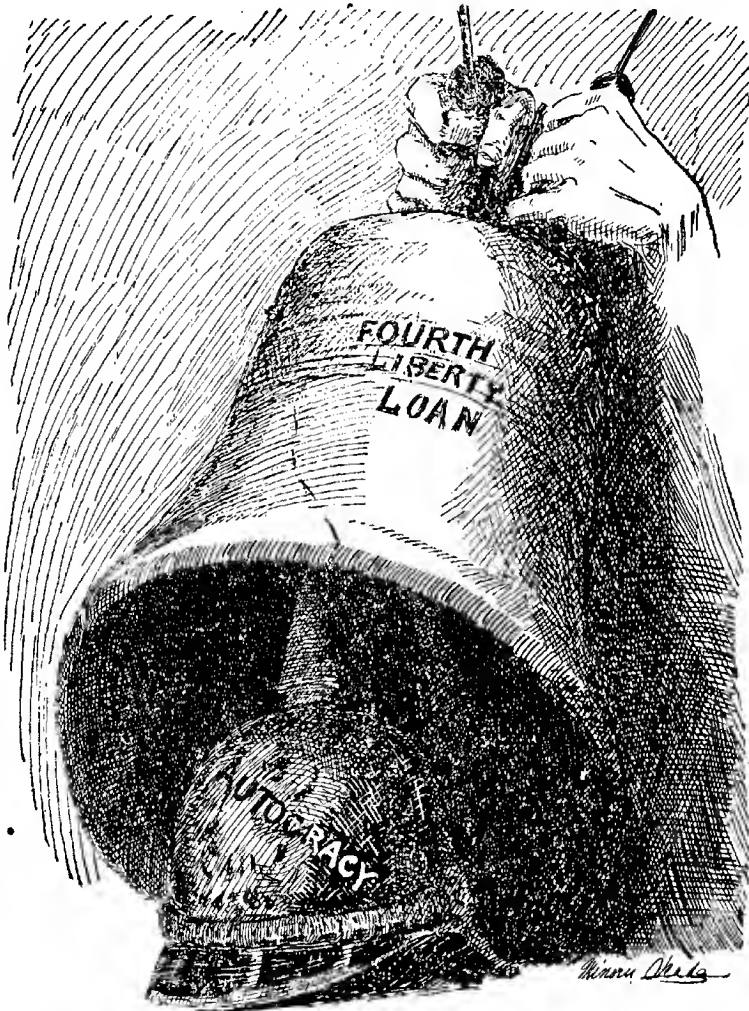
**85 Warren St. New York City**

Between Greenwich Street and West Broadway

Write for complete Catalogue



# HELP COVER IT



*This Space Contributed to the Winning of the War by*  
ROSS W. WEIR & CO., Inc.  
60 FRONT STREET, NEW YORK

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

any woman would give her last pound of sugar to her sister in France and she would deny herself anything to serve her country. This woman merely did not understand.

Clerks dealing with the public in these times should make it a question of personal honor to keep informed upon all questions connected with the war. War should be our business, first, last and all the time. We should never "lose sight of the ball."

Our daily conversation in these times must be guarded. We are either aiding our Government or we are aiding the Germans. Which side are you on?

#### TAKE THE LONG VIEW

"It is more than ever necessary to take the long view," Sir William Goode, the British Minister of Food, told the Consumers' Council in London in reference to food production. "Food production," he said, "must be kept up to the highest possible quantity. Cheap prices today, if it means less food or no food to-morrow, is a fool's benefaction."

#### FOOD STICKERS FOR WINDSHIELDS

The advertising section of the Food Administration at Washington is now preparing 1,000,000 stickers, 6 by 6 inches, gummed on one side, for distribution in the near future. They will bear the Administration insignia and the words "Save Food," and are designed particularly for the windshields of automobiles. They can be fastened on the inside of the glass and thus be protected from defacement. They are also suitable for show windows, and in this position will have a degree of permanency not always possible with posters.

#### COMMISSIONS ON BUTTER

An amendment to the butter rules which was recently issued by the United States Food Administration limits the commissions which the licensee may pay or a commission merchant receive for selling butter. The maximum commissions on fresh butter are now  $\frac{3}{4}$  cent a pound on carlot sales,  $1\frac{1}{4}$  cents on sales less than a carlot but amounting to 7,000 pounds or more, and  $1\frac{1}{2}$  cents on quantities less than 7,000 pounds. On cold-storage butter the most that can be taken or paid as a commission on carlots is  $\frac{3}{4}$  cent a

pound, and on less than carlots it cannot be greater than 1 cent a pound.

When a licensee puts the sale of his butter into the hands of a commission merchant he must inform him of the maximum permitted price at which the butter may be sold.

#### KANSAS NAILS FALSEHOOD

Reports have been circulated widely in Kansas to the effect that our sugar savings are nullified by sugar consumption in beer in England. While all persons who have helped spread the report are not necessarily German sympathizers, the Food Administration says that the falsehood aids Germany, and doubtless was originated by the Kaiser's agents for circulation in prohibition States.

The use of sugar in beer manufacture has also been stopped by the Food Administration in the United States.

#### FOOD VALUE OF CORN SIRUP

A false rumor—probably from German sources—that eating corn sirup will result in diabetes is being circulated in Wisconsin. In order to correct this rumor, Dr. J. F. Evans, of the medical department of the University of Wisconsin, has given out the following statement:

"Corn sirup is a splendid heat-producing and energy-giving food. It contains glucose, dextrose, sugar and dextrine. Dextrine is the result of the partial digestion of starch, and is one step in the change of food to glucose. The body cannot use starch as a food until the digestion operates and changes it to glucose. One-half of cane or beet sugar and part of meat must be changed by the digestion into glucose before it gives energy and heat to the body. If it were not for this change into glucose we would die for lack of power to produce enough heat and energy for work. The fullest experiments have shown no difference in food value between nature's glucose and the commercial glucose called corn sirup. It is a fine substitute for sugar in canning."

You invest in your own business; why not in Uncle Sam's? His business guarantees a dividend every six months. A Liberty Bond will make you a partner.

#### FIRST AIDS IN CONSERVATION

## Sauer's PURE FLAVORING EXTRACTS

Make war-time foods and substitutes tempting.

Largest selling brand in the United States.

■ Highest awards at American and European Expositions for Purity—Strength—Fine Flavor.

THE C. F. SAUER COMPANY

RICHMOND, VIRGINIA

# Good Bye Ice-Wagon



Here is a machine that makes all the "cold" you need. No ice to handle—no ice bills to pay

**R**IGHT on your own premises, you can maintain any desired "coldness" without buying ice. Automatic refrigeration "makes cold" just as a heating system "makes heat." It costs little to install and little to keep.

## PEERLESS AUTOMATIC REFRIGERATION

For any refrigerator that uses 1,000 pounds of ice or more per day

The temperature in a refrigerator, filled with commercial ice, varies much more rapidly than where mechanical refrigeration is used. The ice is usually kept in a separate chamber from the produce, and the latter is chilled by the circulation of cold air. Each time that the doors in the refrigerator are opened, a certain amount of warm air gets in and raises the temperature of the interior above the point desired.

But Peerless Automatic Refrigeration produces and maintains an even, dry, cold temperature in coils of pipe, which keeps

the refrigerator thoroughly chilled. Any warm air that may come in through the refrigerator doors will not disturb the uniform coldness of the interior, because enough extra coldness is automatically produced to offset the warm air instantly.

Peerless Automatic Refrigeration has many points of superiority which you will best appreciate after the Peerless System has served you for six months or a year.

It will pay for itself within a short time after it has been put in—in ice-bill savings. After that it pays dividends.

**You take no chances in buying a Peerless, because we take none in selling it**

As a matter of self-protection in selling, we supervise all installations and see to it that the machine gives satisfaction.

The machine is broadly guaranteed, but in addition to that we look after our customers as a matter of policy, to see that nothing but satisfaction can ever be talked about in connection with a Peerless Refrigeration System.



1-2 to 10 ton capacity

**PEERLESS ICE MACHINE  
COMPANY**  
120 Broadway, New York  
Phone Reclor 9289

**If you use much ice, use this coupon**

Name \_\_\_\_\_ Street \_\_\_\_\_ City or Town \_\_\_\_\_

Peoples Ice Machine Co. Room \_\_\_\_\_  
120 Broadway, New York

Please send me your catalog de-  
scribing your Peerless automatic  
refrigeration system and its  
price.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

**SYSTEM AND SALESMANSHIP**

¶ Helpful suggestions on organization, advertising and sales factors, for Executives, Store Managers and Clerks

**GINGER SALES TALKS**

Wholesome Advice and Practical Suggestions for Grocery Salesmen from "One Who Knows"

BY WESLEY WILLIAMS

**W**ASTE is a big expense. Waste of time, waste of material and the loss that comes from the near sale or no sale. You can help the store make money by stopping the waste leaks. Over-weight and over-weighing is a big item. Careless measuring and weighing has been the means of cutting down the profits of many a store. Careful weighing is always important, but more so in these days of high costs. So learn to be a careful weigher.

Wasting time is a crime. Wasting your own is bad enough, but wasting time which belongs to another is criminal. Your job is to conserve your

time. Getting the most out of every minute is what counts for success.

Be an optimistic salesman. Pessimism has no place in a store. Let the buyer be the pessimist, if we must have them, but the man or woman who makes the sale must be an optimist—plus.

If you are cheerfully optimistic your customer will reflect optimism.

See that whatever stock is placed in your charge is kept clean and in salable condition. Move it around frequently, so that there will be freshness of display for the customers' benefit. Customers like to be greeted with new goods. Keeping them in the same place week after week gives the store too much sameness. Stock well displayed is half sold.

Make your stock talk to the people who visit the store. I have seen nice displays of merchandise in stores, but they were absolutely dumb. A good informative sign on them would have made them talk. Learn to make a sign, and thus see that your goods are talking to the customers who are in the store waiting to be served.

This is a day when you must mix brains with your efforts. You are worth more from your chin up than from the chin down. The price of success is hard, painstaking effort. Pluck beats luck. The fellow who knows is a better man than he

## Our Patriotic Privilege

We can't have all the wheat we need to supply the normal demand for our product. We accept all the Government restrictions and regulations as a patriotic privilege.

You may not be able to give your customers their usual supply of Shredded Wheat. But they will like Shredded Wheat all the better when bountiful crops come in and all the restrictions are removed.

Please bear in mind that Shredded Wheat Biscuit is 100 per cent. whole wheat, nothing wasted, nothing thrown away. It is ready-cooked and ready-to-eat.

The Shredded Wheat Company, Niagara Falls, N. Y.



MODEL No. E-972  
Granulating capacity 2½ lbs. per minute,  
¾ Horse Power Motor.

## A Pleased Customer is the goods half sold

Service to a customer whether a regular or transient is the first step to greater business. Are you making your "Service" active or merely passive to your coffee trade? If not install a

**UNIVERSAL**

## ELECTRIC COFFEE MILL

and give each customer the grade preferred—coarse, fine or pulverized.

We have a coffee mill especially adapted for your business.

Save the salesman's commission—buy through your Jobber.

**Landers, Frary & Clark**  
NEW BRITAIN, CONN.

# Now— All Together!



• **N**OTHING could stand against the mad dash of the French and American cavalry on the Marne—the German lines gave way, broke, fled; the day was won.

That fighting spirit of the men of Foch and Pershing, that united purpose—for Victory—must be the spirit, the

purpose, of each of us behind the lines.

We must lend as well as they fight. And we must pull together with all the strength we have—now!

We must so order our lives that we can save—to the limit—and lend—to the limit—for Victory. We must put America's whole strength behind our fighting men.

Let us lend the way they fight **Now--All Together!** Let us buy bonds to our utmost

Donated by  
**ARBUCKLE BROTHERS**

guesses. Every-day experience must be turned into capital for future use. If we want success we must pay the price.

### Want Advertisements

Subscribers are entitled to one free insertion in this department during the year.

Classified want advertisements under regular heading \$2 for twenty-five words or less. Additional words four cents each. Payable cash with order.

### Help Wanted

HELP WANTED—First-class distilled vinegar maker who understands starting and opening plant. Address Box 446, care of THE TEA AND COFFEE TRADE JOURNAL.

### Situations Wanted

INDUSTRIAL chemist and microscopist with wholesale grocery, flavoring, extract, syrup, certified color, canning, dairy products, toilet articles and public health laboratory experience, desires permanent position. Age 28, married, draft exempt. Address "G," Burnot Mfg. Co., 64 Gold Street, New York City.

### Miscellaneous

WANTED—One copy of the January, 1915, issue of THE TEA AND COFFEE TRADE JOURNAL. Will pay fifty cents. Address Box 450, care of THE TEA AND COFFEE TRADE JOURNAL.

FOR SALE—Two No. 1 7' Burns gear-driven coffee roasters, latest model; complete plant, in splendid condition. Also several grinding mills. Address The Laurel Mfg. Co., 627 North Third street, Philadelphia, Pa.

FOR SALE—Two Duplex-Automatic net weighers; second-hand, but in first-class condition. Will ship on approval.

Address Box 451, care of THE TEA AND COFFEE TRADE JOURNAL.

FOR SALE—One three-bucket and one two-bucket Hoerner automatic weighing machine; both in first-class condition. Address the Berlan Company, Toledo, Ohio.

FOR SALE—One No. 2 Monitor separator with extra sieves; in good condition, not having been used much of late. Apply to Delano, Potter & Co., 45 Commercial street, Boston, Mass.

FOR SALE—Three-story business block, including a going tea and coffee business. Cash price, \$35,000. Address J. C. Wieland, 148-150 East Market street, Sandusky, Ohio.

Carry On! Buy More Liberty Bonds

### WORTH DOUBLE THE PRICE

R. G. Stoddard, of Stoddard's Quality Coffee Shop, Rockford, Ill., writes: "Enclosed find cheque for \$3.00 for two years' subscription. If the price was doubled I would subscribe. I could not get along without it."

## Save and Be Saved



Lend your small savings  
to the Government



Buy Thrift and War Savings Stamps

## Help Win the War

## "Go Gently Over the Stones"

Careful reading of reliable advertising and thoughtful study of goods and values will pay you well, Mr. Coffee-man, if a new mill is uppermost in your mind. You should be tiptoeing on egg-shells in making the selection, for you don't want a mill that's full of kinks and jars and that's going to be a hindrance to your business.

The COLES name on a mill stands for the best that money can buy; for assurance of GUARANTEED EFFICIENCY is the basis of our world-wide reputation, and we make painstaking effort to keep our products just where they belong—ON TOP. An interesting war-time proposition is

### THE COLES FAMOUS No.22 at FIFTY DOLLARS

No advance has been made in price; and the exceptional good qualities of the machine are evidenced by the exceptional increase of demand. Practical people call it "THE LITTLE HUSTLER." It was designed to meet the requirements of roasters and wholesalers, and retail dealers catering to large, growing business.

It has a capacity of 300 pounds (granulated) per hour at a 300 revolution speed—from approximately one-half horse-power motor. From greater speed greater output is obtainable—reaching a maximum of 700 pounds per hour. It's safe, thorough and practical, and meets the most rigid demands in the most satisfying way.

**We Sell SECURITY With Every COLES Mill**

### COLES MANUFACTURING COMPANY

Twenty-third and Turner Streets, PHILADELPHIA

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

## The more loose sugar you wrap, the more you lose

The greater the number of packages of loose sugar you sell, the greater your loss—in time for wrapping—in spilled sugar—in overweight—in expensive paper and twine.

# Domino Package Sugars

in sturdy cartons and cotton bags are packed, weighed and sealed by machine in the refinery ready for the customer.

## American Sugar Refining Company

*"Sweeten it with Domino"*

Granulated, Tablet, Powdered, Confectioners, Brown

## Baker's Cocoa and Chocolate



Registered  
U.S. Pat. Off.

### MAKE AND KEEP GOOD CUSTOMERS

They are most reliable goods sold with a positive guarantee of purity and superior quality; put up in conformity with the Pure Food laws of all the States; are readily sold, giving a quick turnover of stock.

**Walter Baker & Co. Ltd.**  
DORCHESTER, MASS.  
Established 1780

## NEW ORLEANS

The Logical Coffee Port  
Home of

# Alameda Coffee

Sold only in 1 and 3-lb. Tins  
Under Our Trade-Mark

CAREFULLY SELECTED for  
PARTICULAR TRADE

Mr. GROCER, put YOUR TRADE  
WISE

**MERCHANTS' COFFEE CO.**  
OF NEW ORLEANS, Ltd.

NEW ORLEANS  
D. C. CASANAS, Pres.



**PRICES CURRENT**

Wholesale and Retail

As of September 30, 1918

**Prices to Wholesalers**

GREEN COFFEE			
(250 Bags or Over)			
Brazil Grades.	Line or Grade Price.	Cup Selected Price	
Santos 7.....	12½	12½	
" 6.....	12½	13	
" 5.....	13	13½	
" 4.....	13½	13½	
" 3.....	13½	13½	
" 2.....	13½	14	
Rio 7.....	9½		
" 6.....	10		
" 5.....	10½		
" 4.....	10½		
" 3.....	11		
" 2.....	11½		

(No Rio Cup Selections)

**GREEN COFFEE, MILD GRADES—LINE OR GRADE PRICES—**

(250 Bags or Over)

Maracaibo—		Central America—	
Truxillos.....	11½ @ 11½	Costa Rica.....	9½ @ 10½
Boccon.....	12 @ 12½	Common.....	9½ @ 10½
Tovar.....	12 @ 12½	Fair to good.....	12½ @ 13½
Merida.....	12½ @ 13½	Prime to choice.....	13½ @ 14½
do washed.....	12½ @ 13½	San Salvador.....	12 @ 12½
		do washed.....	12½ @ 13½
		Nicaragua.....	11½ @ 12½
		do washed.....	12½ @ 13½
		Guatemala Coban.....	9½ @ 10½
		Common.....	9½ @ 10½
		Fair to good.....	12½ @ 13½
		Prime to choice.....	13½ @ 14½
		do unwashed.....	11½ @ 12½
		Puerto Rico—	
		Unwashed.....	11½ @ 12½
		Washed.....	12½ @ 14½
		Hayti—	
		Unwashed.....	10 @ 10½
		Washed.....	12 @ 13
		Jamaica—	
		Ordinary.....	10½ @ 10½
		G'd ordinary.....	10½ @ 11½
		Washed.....	11½ @ 12½
		East India—	
		Padang Int.....	25 @ 26
		Corinche.....	24 @ 26
		Kroe.....	24½ @ 25
		Timor.....	22½ @ 23
		Private Estate.....	25½ @ 26½
		Fancies.....	26 @ 28½
		Abyssinian.....	@
		Mocha—small.....	35 @ 37
		Liberian—	
		Straits.....	11 @ 12
		Surinam.....	13 @ 14½
		Pamnoekin.....	13 @ 14½

† Nominal because of small arrivals.

† Common to fancy.

**TEAS.****CHINA AND JAPAN—LINE PRICES**

(75 or More Packages of One Number)

Foochow—		Formosa—Cont.	
Com. com.....	28 @	Fancy.....	1.00 @ 1.20
Fair.....	29 @		
Good.....	29½ @		
Superior.....	30 @		
Fine.....	30½ @		
Formosa—			
Fair.....	31 @ 32		
Good.....	32 @ 33		
Superior.....	34 @ 35		
Fine.....	36 @ 37		
Finest.....	40 @ 45		
Choice.....	55 @ 60		
Choicest.....	70 @ 75		

**COUNTRY GREEN**

Gunpowder—		Imperial—	
Extra.....	50 @ 60	Firsts.....	46 @ 50
Firsts.....	47 @ 48	Seconds.....	44 @ 45
Seconds.....	@	Thirds.....	@
Young Hyson—		Extra.....	50 @ 55

**Young Hyson—Con.**

Firsts.....	44 @ 48
Seconds.....	36 @ 38
Thirds.....	34 @ 35

Hyson—	
Seconds.....	30 @
Thirds.....	@

**PINGSUEY**

Gunpowder—	
Pinheads.....	58 @ 60
Extra Firsts.....	54 @ 56
Firsts.....	52 @ 53
Seconds.....	47 @ 48
Thirds.....	34 @ 35

**INDIA AND CEYLON—LINE PRICES**

Pekoe Souchoong.....		Darjeeling—	
Pekoe.....	30 @ 31	Fancy Orange.....	40 @ 1.00
Orange Pekoe.....	32 @ 35	Java—	
Ceylon—		Pekoe Souchoong.....	23 @ 26
Pekoe Souchoong.....	32 @ 33	Pekoe.....	27 @ 29
Pekoe.....	34 @ 40	Orange Pekoe.....	31 @ 35
Orange Pekoe.....	36 @ 45		
B. O. Pekoe.....	36 @ 45		

**SPICES—FIRST-HAND PRICES**

Black Peppers—		Cassia—	
Singapore.....	26 @ 26½	Saigon rolls.....	53 @ 54
Acheen A.....	@	China, rolls.....	22 @ 23
Acheen B.....	@	do seal, bk.....	16 @ 16½
Acheen C.....	@	Kwangsui.....	24 @ 25
Lampong.....	26 @ 26½	Batavia, Ext.....	28 @ 29
White Peppers—		do short stick.....	26 @
Singapore.....	32 @ 32½	Cinnamon—	
Penang.....	@	Ceylon.....	28 @ 30
Muntok.....	32 @ 32½	Ginger—	
Heavy.....		Alleppey.....	28 @
Tellicherry.....	28 @	do D.....	20 @
Cloves—		Lemon.....	16½ @ 21
Zanzibar.....	46½ @ 47	African.....	13½ @ 14
Amboyua.....	60 @ 61	Jamaica, s'g.....	16½ @ 18
Penang.....	@	Nutmegs—	
Pimento.....	10 @	75 to 80s.....	42 @ 45
Red Peppers—		105s to 110s.....	37 @ 40
Mombassa.....	30 @ 31	Marce.....	47 @ 55
Japan.....	14½ @ 16		

**CHICORY—FIRST-HAND PRICES.**

Domestic, granulated, coarse or medium, in bags.....	@
In barrels.....	@
Best English in barrels.....	@
Domestic yellow roll.....	@

**COCOA—FIRST-HAND PRICES**

Accra.....		Grenada.....	
African.....	14½ @ 14½	Hayti.....	11 @ 11½
Bahia.....	12½ @ 13½	Jamaica.....	12 @ 13
Caracas.....	13 @ 13½	Maracaibo.....	24 @ 28
Guayaquil.....		Para.....	12½ @ 13
Arriba.....	13½ @ 13½	Sanchez.....	12½ @ 13½
Machala.....	12½ @ 13	St. Vincent.....	@
Caracates.....	12½ @ 13	Savanna.....	21
Cuban.....	@	Surinam.....	13 @ 13½
Dominica.....	13½ @ 13½	Trinidad.....	13½ @ 13½

**Prices to Retailers****COFFEE**

(BAG LOTS—150 POUNDS)

Kind of Coffee.		Green		Roasted	
		From	To	From	To
Santos.....	13½	11½	17	17	18
Santos Peaberry.....	14	15	17½	18½	19½
Rio.....	9½	12½	17	22	
Maracaibo.....	13½	18	16	22	
Caracas.....	13	17	16½	21	
Bucaramanga.....	13½	18	16½	22	
Bogotas.....	14½	19	18½	23½	
Mexican.....	12½	19	18	23½	
Costa Rica.....	13½	17	16½	21½	
Guatemala.....	13	17½	16½	21½	
Jamaica.....	12	13½	15	16½	
Padang.....	27	33	41	43	
*Mocha.....					
Abyssinian.....					
Java.....	26	33	31½	10	
Porto Rico.....	14	18½	17	23½	

\*No quotations because coffees are unobtainable.

**TEAS.****(SINGLE PACKAGE LOTS.)**

(SINGLE PACKAGE LOTS.)		From		To	
Formosa.....		34	45		
Foochow.....		54	45		
Congou.....		28	40		
Japan P. F.....		80	45		
" B. F.....		30	45		
India.....		40	50		
Ceylon.....		45	55		
Gunpowder.....		35	40		
Young Hyson.....		30	43		



Without a National Cash Register



With an up-to-date National Cash Register

## A man should not do the work a machine will do for him

A National Cash Register does 15 necessary things in 3 seconds.

Without the register a man cannot do these things in half an hour. With the register, even a new clerk can do them just by pressing the keys.

Our newest model makes the records which a merchant needs to control his business.

Our new electric machines are as much better than old machines as an up-to-date harvester is ahead of a sickle for cutting grain.

The latest model National Cash Register is a great help to merchants and clerks.

It pays for itself out of what it saves.

### Merchants need National Cash Registers now more than ever before

FILL OUT THE COUPON AND MAIL TODAY

Dept. 11807, The National Cash Register Company, Dayton, Ohio.

Please give me full particulars about the up-to-date N. C. R. System for my kind of business.

Name \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



## EMPERATOR COFFEE

A blend of some of the finest coffees grown. It "rules" in the realm of coffeedom, thus deserving its name.

Make your store headquarters for "Emperator" coffee in your town. We are looking for the most representative retail concern in each city or town of the United States to take the exclusive agency for this sales building coffee. Write for particulars.

**JABURG BROS., - New York**  
IMPORTERS

### MR. RETAIL GROCER:

A large amount of money is being spent by this Company in forceful advertisements to the housewife to

**"BUY COFFEE FROM  
HER GROCER ONLY"**

The big effort is

Anti-Peddler

Anti-Premium

Anti-Mail-Order

Your co-operation, and it's needed, will yield a good profit and bring you satisfied coffee customers. Ask our representative or write for particulars.

**THE WOOLSON SPICE COMPANY**  
TOLEDO, OHIO

## Protect Your Trade Marks and Your Trade Marks will Protect You.

For all information and services relating to Trade Marks, Write

**TRADE MARK TITLE CO.**  
Ft. Wayne, Ind.

# THE BIG SELLERS

SATISFACTION GUARANTEED WHEN YOU SELL

*Kellogg's*

The Original Toasted Corn Flakes

MADE FROM THE CHOICEST WHITE CORN  
ALWAYS THE SAME QUALITY AND FLAVOR



*Kellogg's*

**SHREDDED KRUMBLES**

A BLEND OF CHOICE CEREALS  
DELICIOUS WITHOUT ANY ADDITIONAL SWEETENING

**KELLOGG TOASTED CORN FLAKE COMPANY, Battle Creek, Mich.**

## NO RESTRICTIONS!



The Food Administration has withdrawn all restrictions on the manufacture and sale of Macaroni Products. After a period of limited consumption in the interest of Wheat Conservation your trade will take quickly to the HARVEST Brand made from pure Durum Wheat. A profitable seller.

Send us your orders for Macaroni, Spaghetti, and genuine Egg Noodles.

**THE FOULDS-BRIGGS CO.**  
**CINCINNATI**

U. S. FOOD ADM. LICENSE No. 100190-G



## A Double Saving in Sugar

Every grocer can help to make our sugar supply go as far as possible, by handling

### Franklin Package Sugars

and help save the thousands of pounds that are lost by spilling or breaking of paper bags.

You not only save this loss but you save labor, paper bags and twine.

**The Franklin Sugar Refining Company**  
**PHILADELPHIA**

*"A Franklin Cane Sugar for every use"*

Granulated, Dainty Lumps, Powdered, Confectioners, Brown



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

## TRICOLATOR "THE" COFFEE MAKER

The Aluminum Bowl  
Makes Perfect Coffee  
Thru Paper Filters  
\$1.75

Included with the  
2qt. FIRE KING  
(Almost Unbreakable)  
CHINA Urn \$3.00

A Gallon size \$7.50  
with Fire King urn  
and 100 filters



Send for circular and prices on Urn  
TRICOLORATORS and Filter Paper.

**THE TRICOLORATOR CO.**  
CHICAGO

## S.A. SCHONBRUNN & CO.

83 Front Street, New York

*Importers and Roasters of Coffee*

DISTRIBUTORS OF COFFEE OF QUALITY

Samples and prices that will bear competition, furnished  
on request.

**A NATION'S STRENGTH  
IS IN ITS FOOD SUPPLY**

*Eat Less — Waste nothing  
Create a Reserve*

AMERICA MUST FEED  
120,000,000 ALLIES



**EVERYBODY Likes SUMORE**



**EVERYBODY Wants SUMORE**

**The Quality**  
IN

granulated, cubes, confectioners  
and soft sugars.

The sugar which makes  
satisfied customers

**WARNER SUGAR REFINING CO.**

Offices: 79 Wall St., N. Y. C. Refinery: Edgewater, N. J.

**Warner's  
PURE CANE  
SUGAR**

# Warner's

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



# Alert!

## *Gas Masks Ready!*

**C**HARCOAL is used in American gas masks. Charcoal made from nutshells is many times more efficient than any known substitute. The supply of nutshells available for immediate use is far below requirements.

We are delivering hundreds of tons of cocoanut shell to the Government. But the Brazil-nut shells, Walnut shells, and Date pits from goods already in the hands of dealers, we cannot deliver.

### **Tell your customers to save them**

Nuts and dates will be used in abundance this fall and winter. They will be used as sweetmeats during the sugar shortage, and during the Thanksgiving and holiday season. They are splendid foods and take the place of sugar delicacies. Tell your customers to save the shells and pits, also the pits from peaches, apricots, prunes, plums, olives and cherries, and the shells of hickory-nuts and butternuts.

Send for our poster telling the story and paste it in your window. Display your stock of Dromedary Cocoanut and help the Government by pushing the sales of prepared cocoanut.

The HILLS BROTHERS Co., 375 Washington Street, New York

*Manufacturers of the well-known*

# **DROMEDARY**

**Dates**

**Cocoanut**

**Patriotic Premium**

Everyone wants a set of these Tumblers and for premium, souvenir or regular selling purposes, it is a winner of great magnitude. Write us for quantity prices, naming quantity desired.

The United States emblem is burnt into the glass, guaranteed to remain forever.

Sample box of six by mail, 75 cents

Made by  
**BONITA ART COMPANY**  
WHEELING, W. VA.  
"The House of New Ideas."

**The Premium De Luxe**

Hundreds of the liveliest Coffee Roasters and Wholesale Grocers have

**REVOLUTIONIZED THEIR SALES**

by using **Saxon Chinaware**—"the premium with no back-fire." We have new and up-to-date plans consistent with all rulings and statutes.

We can help you—will you let us?

Write Today.

THE  
**SAXON CHINA CO.**  
SEBRING, OHIO

**JAPANESE**

Chinaware—Dinnerware—Toys

Dry Goods—Novelties—Art Goods

General Oriental Merchandise  
**FOR PREMIUM PURPOSES**

IMMEDIATE DELIVERY OR IMPORT

**TAKITO, OGAWA & CO.**

NEW YORK CHICAGO  
101 Fifth Avenue 325 W. Madison Street

—CATALOG UPON REQUEST—

**Your Prospective Customers**

are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 600 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dirs., Zinc Mines, etc. *This valuable Reference Book free. Write for it.*

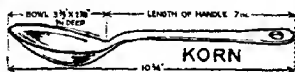
**Strengthen Your Advertising Literature.**

Our Analytical Advertising Counsel and Sales Promotion Service will improve both your plan and copy, thus insuring maximum profits. Submit your literature for preliminary analysis and quotation—no obligation.

**Ross-Gould**  
Mailing  
**Lists St. Louis**

**Good Merchandising**

Is selling **QUICK** at a **PROFIT**,  
DON'T ask price—**ORDER**.  
Half Dozen to a Gross.  
If not **SATISFACTORY**—return.



25c Item

If your Jobber cannot furnish—  
order direct.  
**GOOD** for **PREMIUM** or **SPECIAL** Sale.

*The*  
**BUCKEYE ALUMINUM CO.**

Manufacturers of "REAL SOLID"  
Aluminum Cooking Utensils.

**WOOSTER, OHIO**

**KAFFEE HAG**

**NOT** a substitute

but real coffee with  
**95%** of the caffeine  
removed.

Prepared at New Brunswick, N. J.

Sold by grocers everywhere.

**KAFFEE HAG CORPORATION**  
225 5th Ave., New York



**Kill the Hun  
Kill His Hope**



**Bayonet and Bond  
—both kill!**

ONE KILLS the Hun, the other kills his hope. And to kill his hope of victory is as essential right now as to kill his fighting hordes. For while hope lasts, the Wolf of Prussia will force his subject soldiers to the fighting line.

We have floated other loans, built a great fleet of ships, sunk pirate submarines, sent our men across and shown the Kaiser's generals what American dash and grit and initiative can do. The Hun has felt the sting of our bullets and the

thrust of our bayonets. He is beginning to understand America Aroused—to dread the weight of our arms and energy.

This is a crucial moment. Nothing can so smother the Hun morale, so blast his hopes, as a further message from a hundred million Freemen, a message that says in tones that cannot be misunderstood, "Our lives, our dollars, our ALL—these are in the fight for that Liberty which was made sacred by the sacrifices of our forefathers."

**Buy U. S. Government Bonds Fourth Liberty Loan**

Contributed through  
Division of Advertising



U. S. Gov't Committee  
on Public Information

This space contributed for the Winning of the War by

The Publisher of

THE TEA AND COFFEE TRADE JOURNAL

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



## INDEX TO ADVERTISERS

PAGE	PAGE
Ambrosia Chocolate Co. .... 312	Langston Co., Samuel M. .... 371
American Can Co. .... 369	Laurel Mfg. Co. .... 312
American Sugar Refining Co. .... 391	Levy's Sons, M. .... 300
Anchor Warehouses, Inc. .... 370	Limoges China Co., The. .... 358
Arbuckle Bros. .... 389	Lipton, Inc., Thomas J. .... 307
Archibald & Lewis Co. .... 360	Livierato-Kidde Co. .... inside front cover
Arkell Safety Bag Co. .... 308	Loose-Wiles Biscuit Co. .... 383
Aron, J., & Co., Inc. .... 297	Manhattan Baking Powder Co. .... 364
Baker, Walter, & Co., Ltd. .... 391	Merchants Coffee Co. of New Orleans, La. .... 391
Barrett, M. L., & Co. .... 310	Mitsui & Co., Ltd. .... 300
Blake, Charles F. .... 309	Monahan Brokerage Co. .... 362
Bonita Art Co. .... 398	Müller, E. B., & Co. .... 378
Buckeye Aluminum Co. .... 398	National Cash Register Co. .... 393
Burns, Jabez, & Sons. .... 292, 293	National Coffee Roasters Assn. .... 361
Bush & Co., W. J. .... 310	National Packaging Machinery Co. .... outside back cover
Canister Company of N. J. .... 363	National Paper Can Co. .... 311
Carter, Macy & Co. .... 303	National Urn Bag Co. .... 312
Chris, Antoine, Co. .... 310	Old Dutch Mills. .... inside front cover
Cogollo & Co. .... 302	Peck & Co., Ltd., Francis. .... 379
Coles Manufacturing Co. .... 390	Peerless Ice Machine Co. .... 387
Commonwealth Coffee Co. .... 373	Pneumatic Scale Corporation, Ltd. .... 205
Continental Paper Bag Co. .... inside back cover	Produce & Warrant Co. .... 298
Dannemiller Coffee Co. .... 370	Provident Chemical Works. .... 306
De Cordova, Charles. .... 372	Reeve & Van Riper. .... 378
Deer, The A. J., Co. .... 314	Ritchie & Co., W. C. .... 373
Diamond State Fibre Co. .... 371	Ross-Gould. .... 398
Dittmann, Charles, Co. .... 312	Rowley, Davies & Co. .... 379
Dwinell-Wright Co. .... outside back cover	Royal & Co., Thomas M. .... 313, 367
Edthauer & Co., E. .... 313	Russell & Co. .... 310
Empire Hardware Co. .... 381	Saklat & Co., A. H. .... 306
Eppens, Smith Co. .... 378	Sauer, C. F., Co., The. .... 386
Fischer & Co., Inc., B. .... 368	Saxon China Co. .... 398
Foreign & Home Products Corp. .... 302	Schonbrunn, S. A., & Co. .... 396
Foulds-Briggs Co. .... 395	Sealright Co., Inc. .... 371
Franck Sons, Henry, Inc. .... 308	Shredded Wheat Co. .... 381, 388
Franklin Sugar Refining Co. .... 395	Sociedade Portuguesa Importadora and Exportadora Lda. .... 306
General Can Co. .... 372	Sorenson & Nielsen. .... 301
Grace, W. R., & Co. .... 296	Steinwender, Stoffregen Coffee Co. .... 298
Hillis Cereal Mfg. Co. .... 308	Takito, Ogawa & Co. .... 398
Hills Bros. Co. .... 397	Tea & Coffee Trade Journal, The. .... 375, 399
Hooton Cocon Co. .... 308	Temple Garden Co. .... 306
Hunt & Co. .... 306	Tetley's Tea Co. .... 395
Huntley Mfg. Co. .... 294	Thurston & Braidich. .... 310
International Coffee Co. .... outside back cover	Trade Mark Title Co. .... 394
Irwin-Harrisons & Crossfield, Inc. .... 379	"Transmarina" Handelsmaatschappij, Ltd. .... 377
Israel, A. C. .... 359	Tricolator Co., The. .... 396
Jaburg Brothers. .... 394	Union Bag & Paper Corp. .... 365
Jardine, Matheson & Co., Ltd. .... 306	Vulcan Trading Corporation. .... 304
Java-Holland-America Trading Co. .... 306	Wabash Baking Powder Co. .... 310
Kaffee Hag Corporation. .... 398	Warner Sugar Refining Co. .... 396
Kalamazoo Vegetable Parchment Co. .... 374	Washington, G., Coffee Sales Co. .... 299
Kellogg Toasted Corn Flake Co. .... 394	Weir, Ross W., & Co., Inc. .... 385
Lambert Machine Co. .... 290, 291	Weis Fibre Container Co. .... 375
Landers, Fray & Clark. .... 359	Westfield Bros. .... 304
	Whitney & Co., J. C. .... 376
	Wiemann, Geo. F., Co. .... 396
	Woolson Spice Co. .... 394

# THE TEA AND COFFEE TRADE JOURNAL

Contents for November, 1918

Volume XXXV

Number 5<sup>th</sup>

WHO'S WHO IN THE TRADE. Frontispiece.....	415	RECONSTRUCTION HELPS.....	441
<i>An Appreciation of Frank O. Field, President of Brown &amp; Field Company, Providence, R. I.</i>		HINTS FOR THE BUSINESS MAN.....	441
COFFEES OF THE DUTCH EAST INDIES.....	417	A PAPER SAVING SUGGESTION.....	441
<i>No. 2—Coffee Robusta and Allied Species.</i>		THE UNITED WAR WORK DRIVE.....	442
<i>By Dr. P. J. S. Cramer.</i>		COFFEE AND THE Y. M. C. A. ON THE BRITISH FRONT.....	442
<i>Illustrated.</i>		<i>Illustrated.</i>	
RESTORING PORTO RICO COFFEE.....	420	USE THE BACKS OF LETTERHEADS.....	442
<i>By T. B. McClelland.</i>		BLOCKING NEW WARS.....	443
ROASTERS POSTPONE MEETING.....	421	<i>By Herbert S. Houston.</i>	
NEW YORK EXCEEDS LOAN QUOTA.....	421	IN THE EDITOR'S MAIL BAG.....	444
COFFEE ROASTERS WARNED.....	422	LABOR.....	445
EMBARGOED DUTCH COFFEE SOLD.....	422	EDITORIALS.....	446
TEA EXAMINER ON ANNUAL TRIP.....	422	<i>For Peace and Reconstruction—Deplorable Green Coffee Rumors—Gambling in Coffee A Necessary Evil?—Package Sugar Vs. Bulk—In defense of the Round Paper Can—Inconsistency of the Container Situation—Conserving Coal and Coffee.</i>	
BIG COFFEE BUSINESS AHEAD.....	422	U. S. TEA EXAMINER'S ANNUAL REPORT.....	449
ON COFFEE BREWING.....	423	<i>Illustrated.</i>	
COFFEE, COCOA, ETC., FOR DENMARK.....	425	MISCELLANEOUS TRADE NEWS.....	460
TO QUIZ SIELCKEN'S RELATIVES.....	425	COFFEE FIRMS ACCUSED.....	460
THAT NEW COFFEE EXCHANGE.....	425	CHINESE FIRM OPENS U. S. OFFICE.....	460
DINNER GIVEN TO MESSRS. de MENEZES AND GRAY.....	426	MAINLY ABOUT PEOPLE.....	462
THE CONTAINER SITUATION.....	427	OBITUARY.....	462
THE NEW COFFEE REGULATIONS.....	429	<i>George C. Cholwell, Wilson S. Rice, Milton W. Orme, Wilbur R. Cook, Alexander Campbell.</i>	
CONCERNING THE COFFEE RULES.....	430	PURE FOOD LAW VIOLATIONS.....	464
THAT PACKAGE SUGAR BAN.....	431	MARKETS OF THE WORLD.....	466
COFFEE ECONOMY IN OREGON.....	431	INDIA'S FOREIGN TEA IMPORTS.....	466
A NEW COFFEE BROKERAGE OFFICE.....	431	HELP FOR PORTO RICO COFFEE.....	468
NAMING THE SUBSTITUTE.....	431	HOW TEA PLANTERS ARE FARING.....	468
MORE ARMY COFFEE ROASTERS.....	431	CEYLON TEA IMPORTS DECLINE.....	470
WANT TEA ROOMS IN INDIA.....	432	THE BAHIA CACAO CROP.....	470
SPICES AND EXTRACTS.....	432	COCOA IN COCHIN CHINA.....	470
NEW SPICE SECTION ACCEPTED.....	432	PUERTO CABELLO'S CACAO TRADE.....	472
SUGAR IN ARMY VANILLA EXTRACT.....	432	GUADELOUPE PLANTERS ORGANIZE.....	472
ADULTERATED CARDAMOM SEED.....	433	A NEW PORTUGUESE COFFEE FIRM.....	472
NEW RULING ON PEPPER SHELLS.....	433	A NEW DUTCH EAST INDIAN PAPER.....	472
ALCOHOLIC EXTRACT TAX RULES.....	433	SOME COLOMBIAN COFFEE EXPORTS.....	472
ALCOHOL TAX REDUCED.....	433	AUSTRALIA LIMITS TEA IMPORTS.....	472
GROCERY TRADE DIGEST.....	433	COFFEE FROM HONDURAS IN 1917.....	472
<i>Specialty Men To Convene—Fixed-Price Case Decided—German Sugar Planters Ousted—Canners' Convention Set Forward—Libby Separated from Swift—Saccharin Not a Sugar Substitute—American Sugar Co. Will Sell to Brokers—Jelly and Jam Men to Organize—On Watch for Adulterated Olive Oil—Sale of Enemy Firms Protested.</i>		CACAO FROM NETHERLANDS INDIA.....	472
PATENTS AND TRADE MARKS.....	434	CHICAGO NEWS LETTER.....	474
PAN-AMERICAN TRADE MARKS.....	434	FREE PORT FOR SAN FRANCISCO.....	474
PATENT OFFICE RECORD.....	435	CHANGES IN J. C. WHITNEY COMPANY.....	474
<i>Patent Granted—Trade Marks Registered—Labels Registered—Trade Marks Pending.</i>		NEW ORLEANS LETTER.....	476
<i>Illustrated.</i>		THE NEW YORK MARKETS.....	476
TEA AND COFFEE RESEARCH BUREAU.....	436	HAYTI COFFEE IMPORTERS PROTEST.....	478
SOME NEW FACTS ABOUT COFFEE.....	436	WISCONSIN COFFEE MEN ELECT.....	478
CORRECT COFFEE BREWING.....	437	NEW KIND OF CHOCOLATE FOR ARMY.....	478
ADVERTISING.....	437	SALIENT TRADE NOTES.....	480
FOR OUR BOYS OVERSEAS.....	438	THE PRACTICAL RETAIL GROCER.....	486
THE TRADE'S ROLL OF HONOR.....	438	HOW GROCERS CAN SAVE PAPER.....	486
<i>In Military and Naval Service—Those Who Bear the Star—Letters to the Editor.</i>		THE GROCERY CLERK SOLDIER.....	488
THE PRICE OF FREEDOM.....	440	FOOD CONSERVATION DIGEST.....	490
A YANK CORRECTION.....	440	FOOD SAVING AND THE MOVIES.....	490
WAR GOSSIP IN FRONT STREET.....	440	<i>By Ernest A. Dench.</i>	
		RETAIL GROCERS, WILL YOU HELP?.....	492
		DON'TS FOR LETTER WRITERS.....	494
		CLASSIFIED WANT ADVERTISEMENTS.....	496

INDEX TO ADVERTISERS WILL BE FOUND ON PAGE 504

THE TEA AND COFFEE TRADE JOURNAL, published monthly at 79 Wall Street, New York. Terms of subscription \$2.00 a year, postage prepaid, in the United States and Possessions; \$2.25 per year in Canada; \$2.50 in all foreign countries. Single copies 25 cents. Remit by money order or draft. Entered as second class matter January 30, 1905, at the post office at New York, under the Act of Congress of March 3, 1879. Copyright, 1918, by THE TEA AND COFFEE TRADE JOURNAL COMPANY.

# LAMBERT

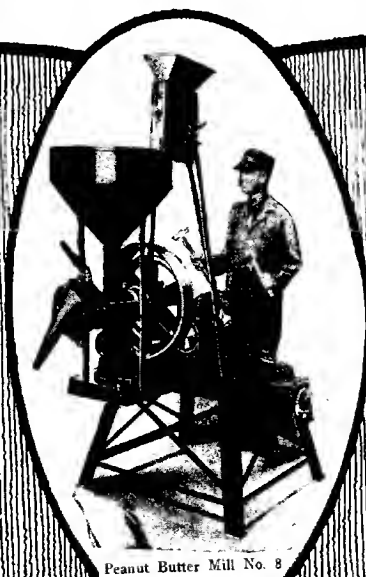
*"The Line That Excels"*

## ***Lambert Peanut Butter Equipment***

Lambert Peanut Butter Machinery excels because it is scientifically, yet simply constructed. Because it is complete in every detail. Because it is substantial. The Lambert Machine Company is the only concern that manufactures complete peanut butter plants.

Lambert peanut equipment consists of suitable peanut roasting apparatus, peanut blancher, picking and stoning machinery, one or more peanut butter mills, complete with automatic salter, auxiliary machinery (elevators, conveyors, storage bins, feed hoppers) and approved power transmission, such as will render the plant as nearly automatic as possible.

Plans designed according to requirements. Specifications and estimates furnished.

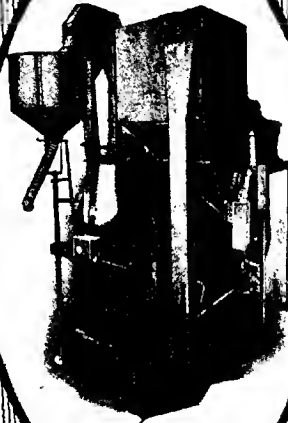


Peanut Butter Mill No. 8

**Lambert Machine Co., Marshall, Mich.**

# LAMBERT

*"The Line That Excels"*



Class E—Electric Coffee  
Roasting Outfit

## *The Lambert Electric Coffee Roaster*

The Lambert coffee roaster excels because it is the pioneer indirect flame (underneath) gas roaster. Because it is the most compact, self-contained, two bag roaster on the market. Because it requires the minimum of power for operation. Because it is easily installed. Because it is substantially constructed.

A complete outfit designed for coffee, peanuts, cocoa beans, cereals, etc., comprising roaster, cooling apparatus, elevator, feed hopper, electric motor, with geared connections and gas attachments; also stoning and chaffing attachments for coffee. Built in two standard sizes—three hundred pounds and two hundred pounds capacity.

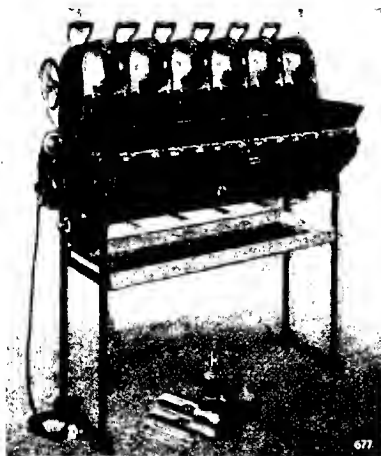
Plans for larger plants prepared on application. Ask for catalog of complete line.

**Lambert Machine Co., Marshall, Mich.**

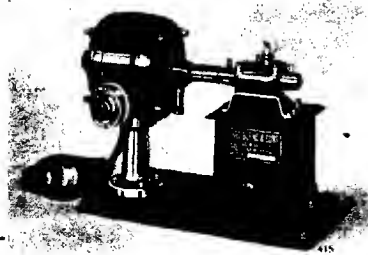
## Are You a Wise Coffee Buyer?

Not unless you know, before buying a coffee, what its cup value is. Wise buyers do not guess. They roast and cup every sample, with the most convenient apparatus obtainable.

We offer reliable appliances for coffee testing. The extracts below, from letters recently written us by experienced coffee dealers, relate to testing-room additions:



No. 16 Sample Roaster, Form A



Motor-driven Sample Grinder

*M. J. Brandenstein & Co.,*  
New York:

"The kettle outfit and motor-driven sample grinder are very satisfactory. The grinder is an excellent additional improvement to our sample room."

*C. E. Bickford & Co.,*  
San Francisco:

"Glad to advise that the No. 16 sample roaster recently purchased is wholly satisfactory. We are now using two of your six-cylinder sets."

*Leon Israel & Bros.,*  
New York:

"The No. 15 sample roaster is giving complete satisfaction. Glad to recommend it."

*The Widlar Co.,*  
Cleveland:

"All O. K. Table is a beauty."

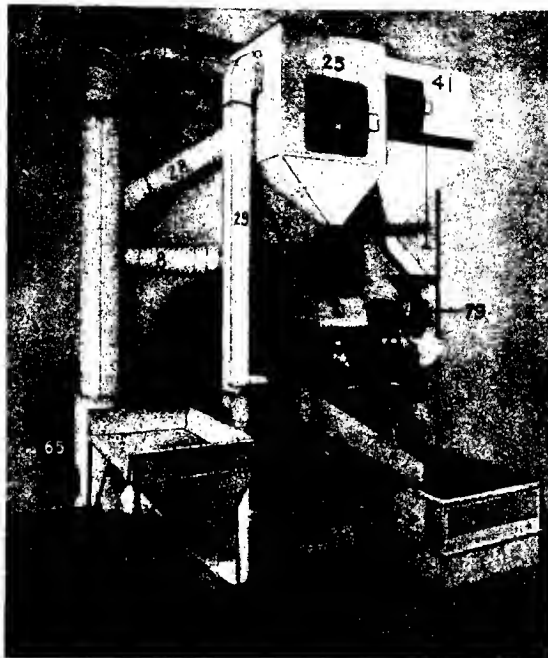
Our circular No. 224  
tells the whole story.

JABEZ BURNS & SONS



11<sup>TH</sup> AVE. & 43<sup>RD</sup> ST. NEW YORK


## Our New "Karoma" Coffee Roasting Outfit



A wonderfully compact and convenient equipment for one-story installation, to roast 2 bags at a time. No overhead support is required, unless for the outlet pipe which must be carried from the fan.

Branch suction, all regulated by handy gates, connect the fan with the cooler box, stoner hopper, roaster smoke pipe, and with the air lift by which dumped green coffee is carried above the roaster.

The roaster gearing is belted to the fan, so one power connection to the fan drives the whole outfit. When there is also a grinder, as in the cut, this has a separate motor.

**JABEZ BURNS & SONS**  **11<sup>TH</sup> AVE. & 43<sup>RD</sup> ST. NEW YORK**

## Fuel Administrator Requests That Gas Be Used For Coffee Roasting

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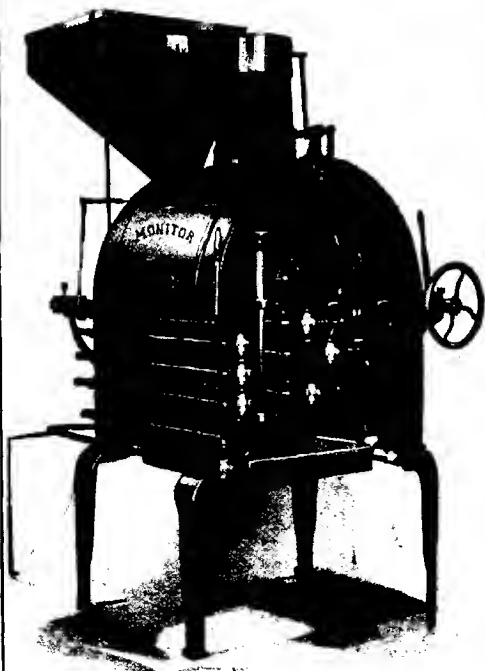
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WHICH CALL FOR THE MOST CAREFUL  
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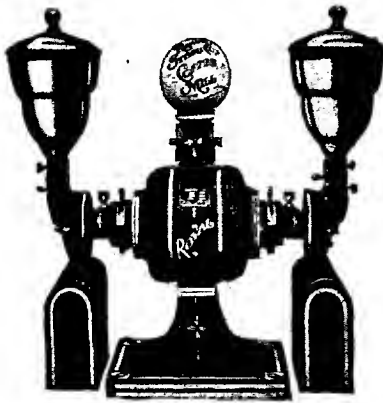
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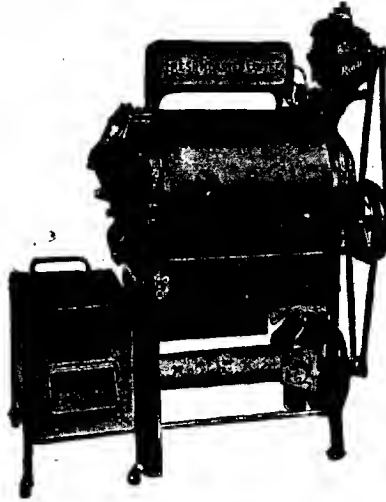
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# THE TEA & COFFEE TRADE JOURNAL

VOL. XXXV.

NEW YORK, NOVEMBER, 1918

No. 5

## WHO'S WHO IN THE TRADE

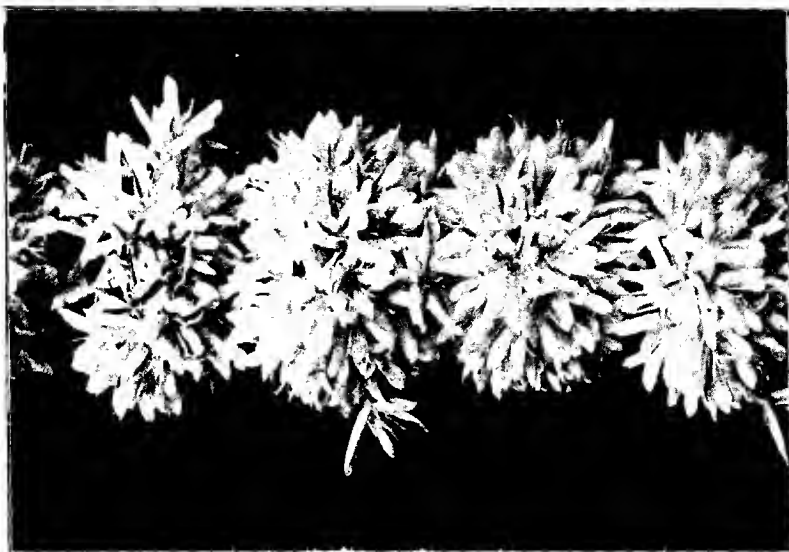


FRANK O. FIELD

President of the Brownell & Field Company,  
Providence, R. I.

See page 432





A CLOSE-UP VIEW OF FULL GROWN QUILLOU COFFEE FLOWERS



AN EIGHTEEN MONTHS' OLD QUILLOU COFFEE TREE IN BLOSSOM

RARE PICTURES OF QUILLOU COFFEE IN FULL FLOWER

# COFFEES OF THE DUTCH EAST INDIES

## NO. 2.—COFFEA ROBUSTA AND ALLIED SPECIES

¶ Robusta is perhaps the hardest and most prolific of all known species of the *Coffea*, although the writer points out that it is probably not a pure species but a mixture of several varieties of different origin.

¶ Among the other species discussed in this article are *Caneophora*, Uganda and Quillou.

By DR. P. J. S. CRAMER

Chief, Division of Plant Breeding, Department of Agriculture, Netherlands India

THE coffee grown under the name of robusta coffee is probably not a pure species, but a mixture of several varieties of different origin. Still I think it advisable to maintain the name robusta coffee for this group. It was under this name that it became popular among the planters and has gotten a certain popularity in the trade. One may say that everybody knows what is meant by robusta coffee, and this is the essential thing.

Robusta coffee is of relatively recent fame, being introduced into Java in 1900. In that year a few plantations received young seedlings from a nursery in Brussels, Belgium, which had received the new form from the Belgian Congo.

### CHARACTERISTICS OF ROBUSTA COFFEE

Robusta is marked by rapid growth, early fruiting and high productivity. The stem is brown and the branches are thick and stiff. In young plants the lowest branches are long and grow in an oblique, upward direction, so that all the branches end in one plane, and the tree shows a flat top like a table. When older the branches show a tendency to bend down. The leaves are large and broad, having also a broad base; the upper surface is of a dark, shining green. The flowers appear in thick clusters, and are large and broader petaled than in *C. arabica*. The berries are smaller, especially shorter, than in true Java coffee; they are broad, rounded off, and when fully ripe are dark crimson, never striped. The skin of the berry is soft, the pulp layer rather thin. The parchment skin is gray and thin. The dried bean is, according to the conditions under which the coffee was grown and the produce prepared, yellowish green, green or lead-blue. The form is less oblong than in Java coffee; the circumference on the flat side of the bean is oval, not edged by straight lines. The beans are round and small.

*Coffea robusta* likes wet climates, especially those with regularly divided rains. It is grown in Java from sea level up to more than 3,000 feet, and in Sumatra at even higher altitudes. The gen-

eral altitude for it may be put at 1,000 to 3,000 feet above sea level. Prolonged droughts of several months harm the crop, but well-kept trees will survive. In 1914, at Bangelan, the robusta withstood a drought of about five months and still gave about 10 piculs per bouw (760 pounds per acre), say half what it would have given under the more favorable conditions of a wet year. Absolute failing of crop—as formerly used to happen from time to time with Java coffee—never occurs. Robusta does not like wind, and suffers especially from continuous dry winds; it requires shade, at least in higher altitudes. As to soil, it does best on virgin, permeable ground, rich in humus; on forest lands it gives by far the best results. It suffers little from leaf disease, but is not immune to nematodes. A special pest is the so-called "boeck" (*Nylobornus coffea*), a small beetle, of which the larvae live in the center of the branches.

Under favorable conditions the crop may be 20 piculs per bouw (1,520 pounds per acre). I have seen this figure maintained several years consecutively, in the best plantations on virgin soil. The average may be estimated at 10 to 15 piculs (750 to 1,150 pounds per acre). Under favorable conditions and in the lower altitudes it produces a fair crop in the third year. The crop comes in all the year round in climates with regularly distributed rainfall; in regions with a sharply marked dry season the crop lasts three to four months, according to the rains. Four or five pounds of berries give one pound of market coffee.

Robusta and allied species are not so appreciated as other kinds. They rank a little under good, average Santos. To clean the beans from the silver skin artificial drying is necessary. The skin may be removed by drying in the sun and washing, but then second quality is obtained. Robusta is a bulk produce, not, as liberian and Java coffee, a fancy quality.

As remarked above, *Coffea robusta* is a mixture

of different varieties. It generally contains many different types of trees.

*Coffea laurentii*, *Coffea canephora* var. *Sankurmensis* and *Coffea canephora* var. *Kwiluensis* or *Kouilouensis*, probably belong to *Coffea robusta*.

A few words may be said about some peculiar variations sometimes found in robusta seedlings. One is the red leaved form; the red color is not only present in the leaves, but also in the flowers, the branches and even the roots. Another form has curled leaves, thick branches and is a poor producer. Both variations are parallel to the same varieties found in Java coffee. They were never introduced into Java and must have originated here by mutation. The seedlings do not repeat the character, but in the second generation a certain percentage shows it. Some strains of robusta, as in the Bangelan, never show the characteristics. They are of no practical importance, producing less than typical robusta.

#### THE ALLIED SPECIES

*Coffea canephora*. A distinct species, well characterized by growth, leaves and berries. The branches are slender and thinner than in robusta; in the young plant they are not directed upward, but spread out horizontally, giving the tree a pyramidal shape. Also in older trees the branches droop more, so that the plant is narrower than the robusta. Leaves are dark green, narrower than in *C. robusta*, with a narrow base and often a somewhat curled edge. The young leaves are reddish. Flowers at the base of the tube are often tinged with red. Unripe berries are purple; ripe berries bright red, and at closer examination darker striped and yellowish red. The berry is narrower than the robusta. The berry and bean are oblong. The edges of the flat side are straight lines. The produce is like robusta, only the shape of the bean, somewhat narrower and more oblong, makes it look more attractive.

*Coffea canephora* seems better fitted for higher altitudes than *C. robusta*. It stands droughts better. An estate with no more than 1,500 m.M., or 60 inches, of rain annually, plants this species in preference. It is somewhat more precocious than robusta, and the crop comes in earlier in the year and in a shorter period. Sometimes after the crop ripens the trees suffer from a bad attack of leaf disease, the leaves dying. However, the trees recover quickly.

Besides the typical *Coffea canephora* some other varieties are grown at Bangelan.

#### OTHER CANEPHORA VARIETIES

*Coffea canephora* from Madagascar. Densely

branched trees, with long, narrow leaves (10-20 c.M. long, 3-7 c.M. broad); berries small, often round, bright red, slightly striped. Beans often very small and round. Generally suffers from leaf disease after the crop.

*Coffea canephora* var. *Quillouensis*. Dark green foliage; young leaves reddish brown. Not yet tested.

*Coffea canephora* (*stenophylla*) *Paris*. Imported under the name "stenophylla Paris," and probably received from the "Jardin Colonial" at Nogent sur Marne, near Paris; it is, however, certainly not *stenophylla*. Young berries purplish, as in *C. canephora*. Leaves long and narrow, 10-20 c.M. long, 4-8 c.M. broad. Remarkable because of the bright coral red color of its berries; almost plain. Not yet tested.

Besides these varieties there are many hybrids of *C. robusta* with *C. canephora*. The latter has been introduced by many plantations at the same time as *C. robusta*, and often the two new introductions were planted next to each other, so that cross fertilization was easy. The hybrids are not constant and give no uniform fields, but are often very productive.

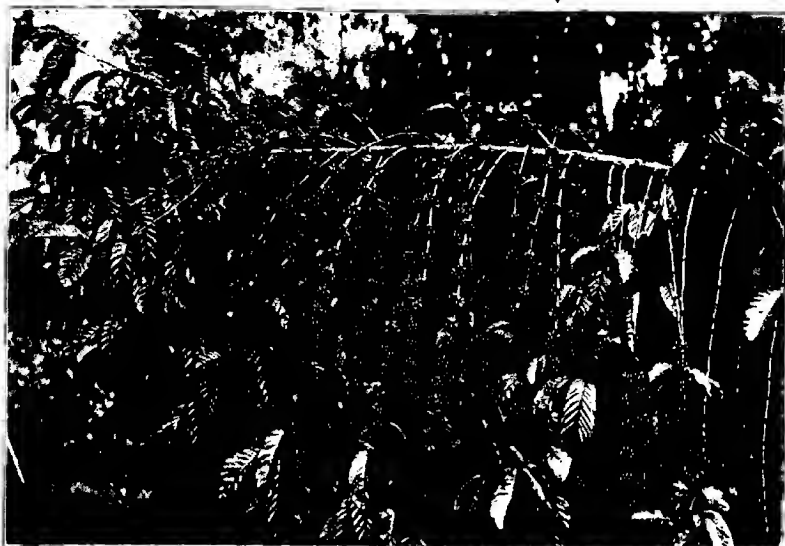
#### COFFEA UGANDÆ

In the experimental garden at Buitenzorg (Tjikeumeh) two trees were planted in 1903 under the name "Uganda-koffie." This kind resembles in many respects *C. canephora* (pyramidal growth when young; narrow tree when full grown; smaller, narrower leaves). The leaves are brighter green than in *C. canephora*, and are more curled and ribbed. The flower is never red at its base; the berries are green before ripeness. Ripe fruit of *C. Ugandæ* shows a purplish tinge; the berries are not sharply striped, as in *C. canephora*. The fruit stalks are longer than in other kinds of robustoids. The bean is of the size and shape of *C. canephora*. The produce is thought to possess a better flavor than robusta.

Uganda ranges near to *C. canephora*, but resists Hemileia far better. For less favorable conditions, poor or stiff soil, or for supplying in old fields, it is the best fit of all robustoids. It is also the most precocious kind, and it is every year the first one to open its blossoms and to ripen its fruits. At Bangelan it is proving itself more and more a valuable form for practical coffee growing.

At the station at Bangelan some grafts of the originally introduced trees have been planted; often the seedlings of these turned out to be hybridized with robusta. These hybrids are also of value owing to their vigorous growth; but they are not uniform if propagated by seed.

In late years we obtained new seeds from



AN UNUSUALLY HEAVY FRUITING OF COFFEA ROBUSTA



A UGANDA COFFEE TREE BENT OVER BY A HEAVY CROP

COFFEE ROBUSTA AND UGANDA CULTIVATION IN JAVA

Uganda; but up till now little is known about the wild trees, which grow in a district where the presence of sleeping disease forbids the entrance of human beings.

Quite near to *C. Uganda* is *C. bukobensis*, which might be only a variation. *C. bukobensis* differs from true Uganda coffee in the color of its berries, which are dark red. Two races of *bukobensis* are grown at Bangelan, and both have dark red berries, but the shape of the leaves and the growth are quite the same as in *C. Uganda*.

*Coffea Quillou*. This species was introduced by Bangelan in 1901 from Libreville (French Congo colony). At first it was considered to be a type of *C. robusta*, but when fruiting it turned out to be a distinct kind. The leaves are narrower than in *robusta* and a brighter green; the young leaves are yellowish green. Young trees are pyramidal, not in a table form, as in *robusta* coffee. The fruit is bright red, not dark crimson, as are *robusta* berries, and the shape is more square and oblong. The silver skin is reddish, so that one might call it copper skin. The skin and pulp of the berry are thin, so that the proportion of market coffee to fresh fruit is very favorable. Three pounds of fruit are sufficient to obtain one pound of market coffee.

The flowers appear about a month later in the season than in *C. robusta* and the crop comes in later. There is some difference in the taste of the roasted bean, some people preferring quillon to *robusta*. The reddish silver skin makes the bean, if not well cleaned, look rather unattractive.

Under favorable circumstances Quillon coffee is the highest producer of all. From some fields at Bangelan a crop of 55 picul per bouw (more than 4,000 pounds per acre) of marketable coffee has been obtained, and in good years a crop of 2,500 pounds to the acre is not rare. Under less favorable conditions, however, *C. quillon* is less productive than *robusta*, for such cases species like *C. Uganda* or *canephora* are better fit. Quillon resists leaf disease well, and seems not to suffer so much from "boebeck" (branch borer) as does the *robusta*.

*C. quillon* was introduced by Bangelan only. Some very good strains are grown in the garden. Generally the fields are remarkably uniform.

At Bangelan some hybrids of *C. robusta* with *C. quillon* have been found. They seem very promising for the practical coffee-growing industry, but have not yet been tested during a long period.

The varieties of *Coffea liberica* and allied species will be described in the next chapter, which will appear in an early issue.

## RESTORING PORTO RICO COFFEE

### The Results of Some Cultural Tests Conducted at the Mayaguez, P. R., Agricultural Experiment Station

By T. B. McCLELLAND

Mayaguez, Porto Rico

WITHIN the past year two publications embodying the results of work with coffee have been issued as bulletins of this station.<sup>1</sup> The first<sup>2</sup> dealt with the unsuitability of the upper slopes of many hills now planted to coffee in contrast with the suitability of the lower slopes of the same hills. The second<sup>3</sup> showed the large increase in early yield and development of the coffee tree to be had as a result of removing the seedling from the nursery with its roots in a large clod of earth rather than transplanting with the root system free of earth.

In the coffee plantations at the higher altitudes, where climatic conditions are much more favorable for the growth of coffee than nearer the coast, a very serious leaf disease, *Stilbella flarida*, has done extensive damage in many places, so debilitating the tree through long continued defoliation that the crop is greatly reduced and the plantation made unprofitable. On one such plantation, in an almost abandoned state, this Department, in co-operation with other departments of the station, has begun an experiment in restoring the coffee to a productive and profitable condition. In the plot selected, of about 1½ acres in extent, the coffee trees were cut at 6 to 12 inches above the ground and their foliage burnt or removed. As numerous weeds are also host plants for this fungus, the ground was cleaned of weed growth, and clean cultivation will be practiced as far as possible. Bananas were planted around the edge of the plot to aid in intercepting the passage of fungus spores from without. At a little more than six months after cutting the coffee, the plot appeared to be in excellent condition with new growth 1 to 3 feet in height from the old coffee stumps. No sign of *Stilbella* was seen, though more than 500 trees were examined.

Different species of introduced coffee have been set in patches of *Coffea arabica* affected with *Stilbella* in an attempt to find a resistant species.

In continuance of the work with Murta coffee mentioned in the last year's report, 700 seeds were planted from blossoms which had been pro-

<sup>1</sup> Porto Rico Agricultural Experiment Station.

<sup>2</sup> Porto Rico Sta. Bul. 21 (1917).

<sup>3</sup> Porto Rico Sta. Bul. 22 (1917).

tected from foreign pollen. Of these, 272 failed to germinate or died before they could be classified. Of the remainder 56.1 per cent were classified as Murta type, 25.7 per cent as the dwarf rosette type, and 18.2 per cent as the ordinary Arabian type. These proportions indicate inheritance of the Murta form along Mendelian lines.

The very short internodes of Murta coffee allow the production of a large number of cherries on a short length of branch. The grains are similar in size and appearance to the typical Arabian coffee, but the tree is slightly later in coming into bearing. The trees are small, and the yield per tree through the sixth year has not been large. Indications are that to make this variety profitable two or three times as many trees should be set per acre as of the typical Arabian coffee.

In a fertilizer experiment with forty plats of three young coffee trees each, the first crop at three years from seed showed a large increase in yield from the plats which had received nitrogen, when the results were grouped according to whether the trees had or had not received nitrogen either singly or in combination, the twenty plats not receiving it constituting the check. Of the twelve plats which gave the highest production nitrogen had been used in the fertilizer applied to ten of them.

In a test with older trees, in which applications of a complete chemical fertilizer and stable manure have been made twice annually for a number of years, the fertilized plat produced this past season 73.4 per cent more than the check. The preceding season their yields were nearly uniform, however, the mean of the yields for the two years giving about the usual proportional increase for fertilizer in this planting.

In a lime and nitrogen test with coffee trees grown for two years in 5-gallon cans, the eighteen plants grown in the limed soil differed from the three-check plants in average weight by only a very small fraction of 1 per cent. These had received lime in a series of amounts ranging in rate from  $\frac{1}{2}$  ton to 16 tons per acre, the rate being doubled for each group of three trees. From the lightest application the weight of trees averaged 2.4 per cent greater than the check, from the heaviest application 0.2 per cent greater. A few cherries were produced, the average yield from the limed trees being identical with the check. In the division which had received nitrogen there had been made at intervals of six months three applications of 8 grams each per tree of ammonium sulphate to one group, and to the others

sodium nitrate ranging in amount from 4 to 16 grams per tree per application. The weight of the trees fertilized with ammonium sulphate averaged 22.1 per cent greater than the check; those which had received sodium nitrate averaged 22.9 per cent greater than the check. The trees which had received 4, 8 and 16 grams of sodium nitrate fell below, while those which had received 12 and 16 grams of sodium nitrate surpassed, those which had received 8 grams of ammonium sulphate, 16 grams of sodium nitrate producing an increased weight of 50.3 per cent over the check. The production of cherries averaged 87 per cent greater for the fertilized trees than for the check.

Distribution of seed of promising coffee varieties was continued as in former years.

## ROASTERS POSTPONE MEETING

Cleveland's Influenza Ban Forces N. C. R. A. to Postpone Convention from Nov. 13-14 to a Date to Be Announced Later

THE eighth annual convention of the National Coffee Roasters' Association, which was scheduled for November 13-14 at the Hotel Winton, Cleveland, Ohio, has been postponed to a date to be announced later. This action was deemed necessary, in the opinion of the convention committee because of the country-wide influenza epidemic and more especially because of the ban on public meetings in Cleveland.

The official announcement sent out under date of November 5 by Carl W. Brand, chairman of the convention committee, reads: "Owing to the influenza epidemic (which although rapidly waning, still necessitates a ban on public meetings in Cleveland) the convention committee announce a postponement of the eighth annual convention of the National Coffee Roasters' Association, scheduled to be held in Cleveland on November 13-14, to a date to be announced later."

One suggestion is that the meeting be held in January or April, and there are many in New York who favor the latter month.

## NEW YORK EXCEEDS LOAN QUOTA

The coffee, tea and spice trades of Greater New York far exceeded their quota of \$3,000,000 in the Fourth Liberty Loan campaign, subscribing a total of about \$4,150,000. While no particular man on the various committees and sub-committees is inclined to take credit for the splendid showing, the trade generally appreciates the work of John H. Edmonds, of Hard & Rand, who acted as chairman.

## COFFEE ROASTERS WARNED

Food Administration Says Severe Penalties Will Follow Violations of the Ninety Days' Coffee Contract Proviso

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Oct. 25, 1918.

THE Law Department of the United States Food Administration to-day issued a statement to the coffee roasting trade concerning contracts of sale providing for delivery more than ninety days after the date of the contract, declaring such contracts would be considered as violating the Food Control Act. The official announcement follows:

The attention of the Food Administration has been called to the practice of roasters of coffee and other dealers in roasted coffee in negotiating contracts of sale involving roasted coffee which provide for delivery more than ninety days after the contract.

Section 6 of the Food Control Act renders it unlawful to hoard necessities, and provides that necessities shall be deemed to be hoarded when held, contracted for or arranged for by any person or by a dealer in excess of reasonable requirements for a reasonable time.

The Food Administration will consider such contracts as violative of the above section of the Food Control Act and subjecting the offender to the various penalties prescribed. This ruling applies to all contracts covering roasted coffee which provide for delivery more than ninety days after the making of the contract.

This ruling is directed particularly to contracts hereafter executed. It does not give the authority to take advantage of market conditions and cancel contracts heretofore entered into in good faith. If it is sought to cancel such contracts a complete statement of the facts should first be presented to the Coffee Division at Washington, D. C.

## EMBARGOED DUTCH COFFEE SOLD

The United States Government has bought from the Holland owners the cargoes of the five Dutch steamships which were taken over last spring while tied up in the New York harbor. The ships carried coffee, tobacco, tea and copra. A considerable part of the coffee has already been diverted to the uses of the U. S. Army.

## TEA EXAMINER ON ANNUAL TRIP

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Oct. 26, 1918.—George F. Mitchell, the supervising tea examiner, is on his annual inspection trip to the ports of tea entry, which will require about two months of travel. He was in St. Paul October 21-26. The balance of his itinerary is Tacoma, Seattle, Portland, San Francisco, Boston and New York. LAMM.

## BIG COFFEE BUSINESS AHEAD

New Brazil Consul at St. Louis Sees Consumption and Sales Largely Increased in the Coming Reconstruction Period

[FROM A STAFF CORRESPONDENT]

St. Louis, Nov. 1, 1918.

AMONG the famous war expressions that will be long remembered is that of General Foch, who, at the first battle of the Marne, telephoned his commander to this effect:

"My left is retreating, my right is broken, my center is crumbling. Situation excellent. I shall attack."

If the comparison is permissible, we now give to the coffee world a similar expression from one of Brazil's generals, Dr. Sebastiao Sampaio, the newly-appointed Brazilian Consul to the Middle Western States, with headquarters at St. Louis, who, when asked, "What is the coffee situation in Brazil?" replied:

"Since the outbreak of the war coffee has dropped from 70 per cent of our total exports to 35 per cent; England and France have restricted coffee importation, and now the United States is about to make similar restrictions. The coldest winter in the history of the country has wiped out all new coffee plantations. However, the situation is excellent. And with the coming of peace we look for the biggest coffee business that has ever been seen."

Then, with the aid of an interpreter, Dr. Sampaio explained just why the situation is excellent from the Brazilian point of view. He pointed out that although coffee had lost in a percentage comparison of Brazil's exports, the exportation of coffee at present is greater than that before the war. The percentage is smaller because Brazil's exports of meat, sugar, tea (maté) and other commodities have grown to such an extent during the war as to overshadow the coffee exportation, despite the latter's increase.

## COFFEE REPLACING ALCOHOL

"The world's consumption of coffee is increasing," Dr. Sampaio said. "The increase will be even greater after the war. In Europe we have been shown conclusively that the soldier comes out of the trenches more of a coffee drinker than the soldier going into the trenches. Men in civil life as well as those in military activities are being weaned away from alcoholics and other stimulants and turning to coffee."

"In Europe coffee was considered a luxury before the war. After the war it will be a necessity,

for the millions of soldiers who drink coffee three times a day now will continue this when they return to civil life. That is the general view in Brazil, and that is why we are expecting the sale of coffee throughout the world after the war to reach heights never before dreamed of.

"It was because of this view that so many new coffee plantations were started in Brazil within the last two years. As to the stories regarding frost damage they are true. The last winter wiped out many of the new plantations, and it will be three to four years before they can begin to produce. None of the old plantations, however, suffered serious damage from the frosts. From Brazil's point of view the frosts were a Godsend, for they anticipated what might have developed into an over-production of coffee.

"There is enough coffee in Brazil to-day to supply the whole world for at least a year even if not another sackful were grown. In round figures I would estimate the world's consumption of coffee at 9,000,000 sacks of 132 pounds each. No matter how strong a demand for coffee develops after the war we shall be able to fill it."

#### GOVERNMENT CONTROL AND PEACE

Asked how the new government control of coffee is likely to affect Brazil, Dr. Sampaio answered: "Not seriously. The Brazilian Government will take measures to meet whatever situation arises. I believe all matters relating to the coffee trade between Brazil and the United States will be worked out to the satisfaction of both countries by Dr. Da Gama, the former Ambassador to the United States, who is now Minister of Foreign Relations of Brazil."

When asked what is likely to be the effect on the Brazil coffee market of a sudden consummation of peace negotiations, the Brazilian Consul said: "The only effect would be the releasing of ships that would enable us to send into the United States and Europe enough coffee not only to take care of any current demand but also to replenish the reserve stocks depleted during the war."

"The Consul then explained that the coffee interests of Brazil had always made it a practice to pile up in every coffee-consuming country in the world surplus stocks to take care of just such emergencies as that created by the world war.

"One more question," the interviewer said. "What is the sentiment in Brazil as to resuming commercial relations with Germany after peace has been restored?"

A shrug and a laugh was the answer. "What is the sentiment on that subject in America? I dare say we will not be any more lenient than you."

RESNICK.

## ON COFFEE BREWING

### Why Roasters Should Agree on the One Best Method and Then Educate the Public to Use It Generally

THERE can be no lasting benefit from any coffee propaganda unless the actual value of coffee as served in the home is greatly improved. The American public will use more coffee if a desire to drink more is created, and for no other reason. To accomplish this end the public must be convinced in some simple way that good coffee, properly brewed and served, is always a fine and satisfying drink and in no way injurious to health. A careful investigation of the situation from the housewife's standpoint should lead to some solution of the problem facing the coffee industry.

Coffee for home consumption has two broad sources of supply: the grocer and the wagon-route man—each of which has its elements of advantage and disadvantage. If the wagon-route man is getting more than his share of this business there are evidently some excellent reasons, and it is well to investigate them carefully. Let us see why the wagon-route man does get so much of this coffee business:

1. He is in actual weekly or monthly contact with his customers, and gives them a personal service.
2. There is the lure of well-selected premiums, delivered at once.
3. His coffee is freshly ground to meet individual requirements.

There are other reasons, but these are enough to turn the balance of trade.

#### WHY THE PERCOLATOR BECAME POPULAR

There is an excellent and not generally recognized reason for the strong intrenchment of the wagon-route man in the home. Has anyone stopped to think that percolators have been introduced and popularized by the wagon-route man?

The percolator lent itself wonderfully to coffee premium purposes; it was the first departure from the old pot methods of brewing; it appealed to the eye, and its cost was such that a comparatively small contract order for coffee was all that was necessary to own one of these new devices. The wagon-route man immediately saw the possibilities of the percolator and proceeded to make the most of them—a fine grind of coffee was necessary to get the highest results, while the grocer was supplying the public with comparatively coarse ground or so-called steel-cut coffee. Accordingly the right grind of coffee was supplied—result, a fine-looking, clear as amber cup of coffee, as against the cloudy and even muddy brew supplied by the old pot methods.



Coffee roasters tried to come into line and get some of this good business, but they soon found if they ground their coffee fine enough for percolators they raised the danger line with their old pot users. This trouble has been corrected largely, after several years, and now a percolator grind is very generally supplied; but the wagon-route man was solidly intrenching himself in the meantime.

What an opportunity for the wise wagon-route man—a new device for brewing coffee that apparently left nothing to be desired, a contract for coffee covering a sufficient period of time to permit a thorough education, and trouble for the grocer's blends if these customers should decide to try them in their new device!

I believe I am right in the statement that wagon-route men have, at some time, sung the praises of percolators at every door where they could get an audience, and it is they who have made the percolator industry the great business it has become. This is not intended as a criticism of the wagon-route men's method of doing business, or of the wisdom of the first percolator manufacturers in marketing their product as they did. All that has prevented filtration devices being marketed in the same way is the loyalty of present owners of such devices to the old-line coffee business.

Is it not possible to take a leaf out of the wagon-route men's book and go them one better, and at the same time prevent them from making another goal play?

Percolators have many good points, but they have some mighty bad ones, and these are undoubtedly some of the great factors that are undermining the coffee industry. That boiled coffee is not a healthful drink is generally accepted, but how many realize that percolated coffee is usually much boiled coffee? Its injurious work has been so insidious that it has not been appreciated, but boiling the coffee extract a teaspoonful at a time has made its work very thorough.

#### WHAT THE PUBLIC SHOULD KNOW ABOUT COFFEE

Why not go to the fountainhead of one of the causes of supplanting coffee and show why so many would-be coffee drinkers have adopted some substitute? It can do little good to tell the public that good coffee properly made must be a satisfying drink and that it is not injurious, if we stop there. They must be told in plain English just why some coffee is not pleasant to the taste, and why some coffee is injurious to some people, and even why all coffee is injurious to some people, just as are strawberries or eggs. There are

coffee sensitives just as there are strawberry sensitives. They must be told in equally plain English how coffee can be brewed to give equally pleasing results, as with the percolator, and yet not be in any way injurious.

#### THE FILTRATION METHOD

The coffee roasters have individually and collectively endorsed the filtration way of brewing coffee, and the public has accepted this endorsement, but the good work has ended just there. This article is not intended to advertise some particular filtration device, but it is intended to call attention strongly to the filtration method of brewing coffee as the method that has the endorsement of all the highest authorities on coffee brewing. There are several good filtrators on the market in which the underlying principle is all the same, just as there are several styles of percolators.

Is the filtration principle the right way to brew coffee? If so, the public should be told so by any means that will carry weight. Individual owners of filtration devices cannot do this work effectively, as their opinion would naturally be considered biased; but the great coffee industry of this country can come out and endorse and advertise filtration as the right way to brew coffee, and they can make the public accept this endorsement and gradually adopt some method of filtration in brewing coffee.

Just for one moment consider how far-reaching would be such an endorsement.

Would-be coffee drinkers would be given some real reason why they should give coffee another trial, and when they do the results will be such and the improvement so marked they may quite readily reverse their judgment without any disparagement to their favorite blend of coffee.

The chemical properties of coffee can be shown to be such that any boiling of the grounds or extract must result in certain injurious results.

The public can be made to understand this, and to realize that quite possibly their trouble has been due to their method of brewing and that the coffee itself was all right.

They should be shown that certain styles of percolators boil the extract, and if coffee so brewed had any injurious results they should not blame the coffee.

They should be shown that coffee can be brewed in the old-style pot without boiling, if particular care be exercised if this old-style method is used. Accordingly, the old way of brewing need not be condemned.

The structural properties of coffee should be

thoroughly explained, showing how the bean is composed of a multitude of small cells, each holding an infinitesimal drop of the rich coffee oil. It would then be quite evident to anyone that a finely ground coffee should produce a richer brew than a coarser grind where these cells have not all been broken open. It would also be evident that a flour-pulverized coffee would not be desirable, as the walls of these cells are virtually ground into solution.

It should be explained that all Nature asks is to wash out the extractables from this lovely ground coffee, and in such a way that no injurious chemical action is set up. It should also be shown why actively boiling water should be used for this purpose.

In this way, and by a natural process of reasoning, it could be shown that coffee should be brewed by some method of filtration to get the highest degree of flavor and bouquet and to prevent injurious chemical action. At the same time many of the coffee troubles would be chargeable where they belong.

#### UNIFIED ACTION IS NECESSARY

The reason why some definite method of brewing coffee should be adopted by the coffee industry and by them pressed into service is evident. The housewife is given some tangible reason why the blend she has used does not give the results she would like or should expect, and she is shown how she may get these results. There is little use to ask her to use more if she is convinced that coffee is injurious or she does not like it very well anyway. Tell her specifically how she can continue to use her favorite blend and get the results she desires.

Filtration methods are also easily tried out; many of these devices are intended to be used in the present pot or percolator and are very inexpensive. Some are so inexpensive that they can be given away by the wholesale or retail coffee interests.

If filtration methods of brewing coffee are pressed home to the public by the coffee industry, and an educational campaign is inaugurated, the several filtration devices will soon follow such a lead and do their share towards popularizing their own special kind of filtration.

B. H. C.

#### COFFEE, COCOA, ETC., FOR DENMARK

A trade agreement, signed on September 19 between the United States and Denmark, permits the latter to use shipping to import annually 10,000 tons of coffee, 2,000 tons of cocoa, 4,000 tons of rice, 3,000 tons of sago and tapioca products and other raw materials.

## TO QUIZ SIELCKEN'S RELATIVES

### Commission to Inquire as to His Alleged Connection with the New York "Evening Mail" Scandal

FEDERAL JUDGE JULIUS MAYER has granted permission for the appointment of a commission to sit in Berne, Switzerland, to take testimony of conversations which, it is alleged, took place between the late Hermann Sieleken, the one-time "coffee king," and his relatives regarding the purchase of the New York "Evening Mail."

The application for the commission was made by Morgan J. O'Brien in behalf of his client, S. Walter Kaufman, an attorney, who is under indictment with Edward A. Rumlly, formerly of the "Mail," for perjury and conspiracy.

Sieleken's relatives, according to Kaufman, are now residents of Switzerland, and can explain fully that no German Government money was involved in the transaction. The commission will meet under the direction of the American Consulate in Berne.

Mr. Sieleken was the son of a small baker in Hamburg. His first wife was Maria Halden, a French barnmaid in Brazil. After her he named his 110-acre estate at Baden-Baden, with its 26 professional gardeners and a staff of 40 assistants. After her death he remained a widower for many years. In 1913 he again married, this time Mrs. Clara Wendroth (a widow with two children), daughter of the late Paul Isenbergl, a sugar magnate of Honolulu.

#### THAT NEW COFFEE EXCHANGE

The American Cotton and Grain Exchange, which also provides for trading in coffee, sugar and rice, was finally opened officially at 71 Wall street, New York, on October 29. Last spring it was announced that the exchange would start operations about the middle of May. The only business that will be permitted at present will be in cotton, owing, it is declared, to the Government restriction on coffee, wheat and cottonseed oil trading.

It will be recalled that when the first announcement of the Exchange was made last February, well informed members of the New York coffee trade and some Government officials said that there was "no economical justification for the opening of another exchange in New York City at this time."



## DINNER GIVEN BY COFFEE PUBLICITY COMMITTEE TO MESSRS. DE MENEZES AND GRAY

Theodor Langgaard de Menezes, who came to this country from Brazil about nine months ago as representative of the Sociedade Promotora da Defesa do Café to complete arrangements for the coffee propaganda, expects to return to Brazil in the near future. Here we see Mr. de Menezes as guest of honor at a farewell dinner tendered by the Joint Coffee Trade Publicity Committee, at the Plaza Hotel, New York, on October 25. Mr. de Menezes shared the honors of the evening with Louis R. Gray, representative of Arbuckle Bros. at Rio de Janeiro, Brazil, who had much to do with the successful outcome of the Brazil end of the negotiations resulting in the propaganda agreement.

Ross W. Weir was toastmaster. (Seated, beginning at left of picture), G. W. Morgan, M. H. Gasser, J. D. Pickslay, Henry Schaefer, Wm. Payne, W. A. Jamison, L. C. de Martin Finkler, Mr. de Menezes, Ross W. Weir, Mr. Gray, C. Arndt, C. H. Storrer, Carl N. Brand, G. S. Wright, C. L. Mehlman, E. J. Giltes. Standing: T. K. Baker, E. Norn, A. Van Rosy.

## THE CONTAINER SITUATION

### Confusion Prevails Concerning the Food Administration Rules Governing the Use of Substitutes for Tin Cans

MUCH confusion has resulted in the coffee and grocery trades, also among container manufacturers, because of the United States Food Administration's recent rulings in connection with the elimination of tin cans in the packing of coffee, tea, cocoa and other dry products, in order to conserve the supply of tin for war purposes. There has been a general disposition among packers to promptly dispense with the all-tin package, but considerable uncertainty has prevailed regarding the types of substitutes favored by the Government. This has been brought about by a seeming conflict of opinion between the Food Administration and the War Industries Board.

In cutting off the metal container, the Food Administration recommended "that square and oblong packages be adopted, so far as possible, instead of round containers, to save packing space." There is a tendency among packers who have been using round tin cans to substitute round fiber cans, in order to duplicate their original package as nearly as possible. They hesitate, however, to adopt the round container in view of the recommendation that square or oblong packages be used. Manufacturers of round paper cans, who are, of course, vitally concerned in the matter, contend that while the square container (referring presumably to square cartons) may conserve shipping space the round package is stronger, and they feel that if the packer considers the latter better suited to his purpose he ought to be permitted to use it.

#### ROUND FIBER CANS NOT TABOOED

As indicating the difference of opinion between the Food Administration and the War Industries Board on this question, J. H. Kummer, chairman of the War Service Committee of the Fiber Can Industries, quotes as follows from a letter written by H. W. Nichols in charge of the Pulp and Paper Section of the War Industries Board:

"There has come to the attention of our department from various sources the question of discontinuing the use of round fiber containers for substitution of tin cans for food products. There has been no order issued in Washington restricting the use of round cans. This has only been suggested by the Food Administration to save shipping space. We realize the demand for all classes of cans, and we would appreciate

it if you would notify your trade it is not the desire to discontinue the use of round cans, but to rather encourage this phase of the industry."

It is stated by one who was present at the meeting which resulted in the Food Administration recommendations that it was not contemplated that round containers were to be entirely eliminated, because, it is claimed, that the sum total of round, square, oblong and other shaped packages will be necessary to bridge over the present emergency.

The container situation has been considerably clarified by the issuance, late in October, from the office of the Food Administration, of definite directions regarding the use of tin and other containers "adopted by the United States Food Administration and the War Industries Board, effective October 1." These rules, which are published in full below, specify the types and sizes of packages to be used for baking powder, spices, cocoa, coffee, tea, etc., but do not refer to the shape of the package. They do, however, expressly prohibit the use of tin top and bottom containers for coffee, tea, spices and certain other dry products.

Until these rules were issued it was understood by manufacturers of tin top and bottom packages that they would be regarded as a proper substitute for tin cans, because it is claimed that the tin used in their manufacture is not suitable for war purposes, also that it cannot be used in the manufacture of hermetically sealed cans. One manufacturer points out that as matters stand the War Industries Board has not forbidden the manufacture of tin top and bottom cans, although their use is prevented by the action of the Food Administration. In the opinion of composite package manufacturers, a modification of the ruling, as it affects tin top and bottom containers, is possible if the packers ask for it.

#### UNITED STATES FOOD ADMINISTRATION

*Directions regarding the use of tin and other containers adopted by the United States Food Administration and the War Industries Board applying to manufacturers and packers of baking powder, ground spice, powdered cocoa, chocolate, candy, coffee, coffee substitutes, tea, spaghetti, pickles, hominy, condensed milk, salt, lard and lard substitutes, macaroni, syrups and molasses.*

(Effective October 1, 1918)

Owing to the vital necessity for conserving tin plate and paper, the United States Food Administration, at the urgent request of the War Industries Board, has consulted with the various trades using tin and paper containers for foodstuffs. Most of the following directions have been prepared on the recommendations of the trades. Most of the manufacturers are not li-

censed, but the regulations will be enforced in those cases in which the patriotic co-operation of the manufacturer cannot be obtained through control over the distribution of the raw materials required.

1. *Baking Powder.* No person shall pack baking powder other than cream of tartar baking powder except in packages containing one-quarter pound, one-half pound, one pound, or larger amounts, or cream of tartar baking powder, except in packages containing four ounces, six ounces, twelve ounces, or larger amounts. All packages permitted by this rule other than the one-quarter pound, one-half pound or six-ounce packages may be made of metal, but the one-quarter pound, one-half pound or six-ounce packages shall not be made of metal, in whole or in part, excepting that they may have tin tops and bottoms. Provided, that nothing in this rule shall prevent the use prior to February 1, 1919, of stocks of containers already on hand, in transit or in process of manufacture on October 1, 1918.

2. *Ground Spice.* No person shall pack spice except mustard in any packages made of metal in whole or in part, nor shall any person pack ground spice except in packages containing two ounces, four ounces, eight ounces, one pound, or larger amounts. Provided that nothing in this rule shall prevent the use prior to February 1, 1919, of stocks of containers already on hand, in transit or in process of manufacture on October 1, 1918.

3. *Powdered Cocoa and Chocolate.* No person shall pack powdered cocoa or powdered chocolate in any packages made of metal in whole or in part, nor shall any person pack powdered cocoa or chocolate except in packages containing eight ounces, sixteen ounces, five pounds, ten pounds, twenty-five pounds, fifty pounds, one hundred pounds, or larger amounts. Provided that nothing in this rule shall prevent the use prior to February 1, 1919, of stocks of containers already on hand, in transit or in process of manufacture on October 1, 1918.

4. *Candy and Crackers.* No person shall pack candy or crackers in any packages made of metal in whole or in part. Provided that nothing in this rule shall prevent the use prior to February 1, 1919, of stocks of containers already on hand, in transit, or in process of manufacture on October 1, 1918.

5. *Coffee and Coffee Substitutes.* No person shall pack coffee or coffee substitutes in any packages made of metal in whole or in part, nor shall any person pack coffee or coffee substitutes except in packages containing one pound, three pounds, five pounds, or larger amounts, provided that nothing in this rule shall prevent the use prior to February 1, 1919, of stocks of containers already on hand, in transit or in process of manufacture on October 1, 1918. Upon application special exceptions will be granted in proper cases for soluble coffee and coffee substitutes.

6. *Tea.* No person shall pack tea in any packages made of metal, in whole or in part, other than tea leaf, nor shall any person pack tea except in packages containing two ounces, four ounces, eight ounces, sixteen ounces, or larger amounts. Provided that nothing in this rule shall prevent the use prior to February 1, 1919, of stocks of containers already on hand, in

transit or in process of manufacture on October 1, 1918.

7. *Canned Spaghetti.* No person shall pack spaghetti in any packages made of metal, in whole or in part, after October 15, 1918. Provided that nothing in this rule shall prevent the use prior to November 15, 1918, of stocks of containers already on hand, in transit or in process of manufacture on October 15, 1918.

8. *Pickles.* No person shall pack pickles in any packages made of metal, in whole or in part, except for metal tops on glass containers. Provided that nothing in this rule shall prevent the use prior to November 1, 1919, of stocks of containers already on hand, in transit or in process of manufacture on October 1, 1918.

9. *Condensed and Evaporated Milk.* No person shall pack condensed or evaporated milk except in packages containing fourteen ounces, fifteen ounces, one pound in tall can, two pounds in hotel size can, or eight pounds in confectioners' size can. Provided that nothing in this rule shall prevent the use prior to February 1, 1919, of stocks of containers already on hand, in transit or in process of manufacture on October 1, 1918.

10. *Salt.* No person shall pack salt in any packages made of metal, in whole or in part, nor shall any person pack salt except in sacks containing five pounds, ten pounds, twenty-five pounds or larger amounts. When packing in barrels, iron hoops shall be eliminated as far as possible; at least two wooden hoops shall be used, and not more than four steel hoops per barrel. Provided that nothing in this rule shall prevent the use prior to February 1, 1919, of stocks of containers already on hand, in transit or in process of manufacture on October 1, 1918.

11. *Macaroni, Spaghetti and Noodles.* No person shall pack macaroni, spaghetti or egg noodles in any packages made of metal, in whole or in part, nor shall any person pack macaroni or spaghetti except in packages containing eight ounces, sixteen ounces, ten pounds, twenty-two pounds or larger amounts, nor egg noodles, except in packages containing four ounces, eight ounces or larger amounts. Provided that nothing in this rule shall prevent the use prior to February 1, 1919, of stocks of containers on hand, in transit or in process of manufacture on October 1, 1918.

12. *Syrups and Molasses.* No person shall pack any style of syrups or molasses except in packages known as sizes 2½, 5 and 10, or containing 5 gallons or in wooden packages. Provided that nothing in this rule shall prevent the use prior to February 1, 1919, of stocks of containers on hand, in transit or in process of manufacture on October 1, 1918.

13. *Lard and Lard Substitutes.* No person shall pack lard or lard substitutes for domestic use in containers made of metal, in whole or in part, of more than three sizes, namely, either two, four and eight pounds, or two, five and ten pounds. Provided that nothing in this rule shall prevent the use prior to February 1, 1919, of stocks of containers on hand, in transit or in process of manufacture on October 1, 1918.

14. *All packages shall be well filled.*

15. These directions shall not apply to orders for the United States army or navy.

## THE NEW COFFEE REGULATIONS

## A Summary of the Latest Orders Issued by the Government to Control Imports and Distribution

OCTOBER will long be remembered by the coffee trade because of the several radical governmental rules that were issued to further control and importation and distribution of coffee. During the month the Government has taken over complete supervision of imports by means of a stringent system of licenses, placed added emphasis upon the necessity of observing the ninety days' supply proviso of the original Food Control Act, forbidden trading on the New York Stock Exchange, and ordered holders of coffee future contracts to liquidate them at once and at stipulated maximum prices. The rapidity and wide-sweeping effect of the orders has left the trade, especially in New York, in a somewhat dazed condition.

Early in October the Food Administration announced that after October 14 licenses to import coffee would be issued only to the Sugar Equalization Board, explaining the measure as an effort to regulate prices and distribution and to conserve shipping space. The official announcement was as follows:

The War Trade Board, acting in co-operation with the United States Food Administration, announce that on and after October 14 no licenses for the importation of coffee into the United States will be issued, except to the United States Sugar Equalization Board. This organization will hereafter import or direct the importation of all coffee coming into the United States. Such action is taken in order to better adjust coffee imports with shipping conditions, to bring about an equitable distribution to the trade and insure the supply necessary for home consumption.

The plan for the allotment and distribution of all coffee imported is now being formulated, and the Coffee Advisory Committee has been called to Washington for consultation. It is contemplated that this plan will, as far as feasible, continue the importation and distribution of coffee through the established channels of trade. The plan arrived at will be announced as soon as possible. Outstanding licenses have been revoked as to ocean shipments after October 18. Visiting of consular invoice will be considered as the date of shipment.

The Food Administration is desirous that everyone economize in the consumption of coffee in order to decrease the demands on shipping and free as much tonnage as possible for the transportation of the American army. The extent to which the American public, by conforming to this request, can assist in the transportation of our army to France may be realized when we consider that the customary imports of coffee into the United States per annum exceed five hundred thousand tons.

Rationing the people is not contemplated, the Food Administration preferring to depend upon the voluntary action of our people to reduce consumption by careful avoidance of all waste and over-indulgence, and by careful preparation of coffee for the table.

An additional order regarding coffee licenses was issued, to take effect on October 22, as follows:

Effective October 22, 1918, and until further notice, the War Trade Board will give consideration to applications for coffee importations, an arrangement providing for the approval of such applications by the Food Administration having been determined upon. All such applications must contain full particulars, giving the grade of coffee and the actual cost price to the licensee, from whom purchased, and name of vessel, if possible. The War Trade Board will absolutely give no consideration to applications where this information has not been furnished the Food Administration.

As one of the conditions of issuing such licenses, the Sugar Equalization Board shall have the right, at their discretion, to purchase or direct the distribution of the coffee covered by such licenses at a fair price over cost, and this condition attaches to the coffee whether sold abroad or not by the licensee. If ordered for sale before arrival it must be first offered to the United States Sugar Equalization Board for their decision.

Further applications for the importation of coffee into this country may be refused to applicants whose importations for the calendar years exceed the average of their importations for the years 1916-17.

Following this order the Food Administration, on October 18, requested the board of managers of the New York Coffee Exchange to suspend all trading in coffee futures. In making the announcement it was indicated that the suspension order would be in force probably until the Government's full coffee control programme is made public. Due notice, probably 24 hours, will be given of a resumption of trading.

The third order, which was probably the most disturbing to the trade, concerned the liquidation of all future contracts on the Coffee Exchange. In some quarters the order was welcomed, because it meant a large quantity of coffee would be thrown on a market that needed actual supplies badly. The Food Administration's order follows:

On and after November 1, 1918, all operations and transactions on or under the rules of the New York Coffee and Sugar Exchange are hereby prohibited, except such as are required in the liquidating of the outstanding contracts hereinafter referred to. As a necessary incident to the closing of this exchange in order to prevent undue enhancement in the price of coffee and unjust market manipulation thereof, and to release and make available for consumption large stocks of coffee now tied up by long-term outstanding contracts made on the aforesaid exchange, all per-

sons who are parties to any unexecuted contract made on said exchange shall liquidate such contract on or before November 9, 1918, at the maximum price permitted to prevail on the exchange by Rule 1 of these regulations on October 18, 1918, the day the exchange closed, for coffee to be delivered in the stipulated month, unless the parties agree on liquidation at a lower price prior to that date.

Said maximum prices are as follows:

Deliveries	Liquidation Price
November .....	\$8.65
December .....	8.80
January .....	8.95
February .....	9.10
March .....	9.25
April .....	9.40
May .....	9.55
June .....	9.70
July .....	9.85
August .....	10.00
September .....	10.15

No person after November 9, 1918, shall have outstanding any such unliquidated contract or perform it by the delivery of coffee.

HERBERT HOOVER,

United States Food Administrator.

November 1, 1918.

## CONCERNING THE COFFEE RULES

### Official Comment on the Government Regulations and Their Probable Effect on the Trade

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Nov. 5, 1918.

THE attention of coffee dealers of the country should be called to recent regulations and rulings of the United States Food Administration," said George W. Lawrence, chief of the Coffee Section of the Administration, in discussing the present coffee situation with our correspondent to-day.

"Import licenses are again being freely issued to importers of record for the years 1916, 1917," he continued. "All applications for licenses are to be made to the Bureau of Imports, War Trade Board, and they must state the name of the firm, from whom purchased, the cost price and the name of the vessel, *if possible and if known*. If the name is unknown then the Food Administration should be notified as soon as it is known. This same information must be given to and be in possession of the Coffee Section of the Food Administration before the application will be considered. Correspondence regarding delay in issuing licenses or receiving the same should be made to the War Trade Board and *not* the Food Administration."

Explaining the present conditions further, Mr. Lawrence continued: "As one of the conditions under which licenses are to be issued the licensee must agree not to sell the coffee (green) without

first offering it through the Coffee Section of the Food Administration to the United States Sugar Equalization Board for their decision. This means that the offering should be made through the Coffee Section, and not direct to the Equalization Board. If the Board so elects they may take over or order the disposition of the coffee at a fair price over cost.

"Advices of all coffees coming in will be furnished by the Coffee Section of the Food Administration to the Sugar Equalization Board. It will not be necessary for the importer to apply to the Sugar Equalization Board for a license or advise them of the transaction."

Mr. Lawrence called attention to the ruling prohibiting contracts in roasted coffee for a greater period of 90 days from the date of the contract, a story on which appears in another part of this paper. The ruling on coffee containers should also be noted. Continuing, Mr. Lawrence said:

"In bringing to the attention of the Coffee Section matters relating to possible violation of the rules, licensees should send all details regarding the cases, as such cannot be investigated without specific information.

"We see no reason for alarm by the coffee trade over the question of supply. It is true that our visible supply is small; it is, however, true that now it is at just about the figure that we calculated it would be last March. With the closing of the Coffee Exchange and the releasing of a very large amount of hedged coffees by the liquidation of contracts for future delivery, the immediate situation has been materially cleared up.

"The effect of the Exchange closing will, however, undoubtedly be felt and shown in the stocks at seaboard, owing to the fact that many jobbers will not be able to carry the stocks they have in the past, owing to the lack of protection derived from hedge sales; this unquestionably will mean more frequent purchases and a closer working stock for the dealer.

"Some blends of roasters must be changed to meet conditions, and for the first time the trade will be forced to meet war conditions.

"The Sugar Equalization Board, having an option (under a late ruling) of purchasing and directing the sale of any coffee imported, will act as an absolute equalizer, and may divert coffee from and over to a meagerly supplied district at any time, prevent undue speculation or hoarding, or a consequent artificial advance. There can, of course, be absolutely no extension of the ninety days' stock rule considered."

With the possibility of peace the question

naturally arises, what is to be the future of the coffee situation? If the Food Administration continues, as some think it may, no sharp advance need be feared; the supply of coffee in producing countries is ample, and large purchases of mild coffees are now on the way. Should, however, the Food Administration cease, wild speculation may, in fact probably would, ensue; followed by the natural and inevitable reaction; for this reason a conservative course is the safe one to follow. The Central Powers of Europe at best will be but small consumers of coffee for some time to come—while the Allies are well supplied.

#### THAT PACKAGE SUGAR BAN

Early in October the United States Food Administration at Washington was reported to have announced that, so far as possible, sugar should be sold in bulk, rather than in packages, giving as a reason for the request that selling package sugar means increased cost to the consumer.

George A. Zabriskie, of the Food Administration, said the announcement was made in a general way, and with no desire to impose a hardship upon dealers or refiners who had an amount of packages on hand. Mr. Zabriskie also reiterated the claim that "when sugar is sold in bulk it reaches the consumer at a lower price and is a more economical method of distribution." He said, further, "That is what we had in mind, besides a desire for uniformity of sugar and to keep away from specialized commodities requiring power and labor that could be used to better advantage during the war."

#### COFFEE ECONOMY IN OREGON

Press dispatches from Portland, Ore., dated October 4, state that the Food Administration there asked coffee drinkers in Oregon to curtail the size and number of cups of their favorite beverage. Regarding this action the U. S. Food Administration has stated, "We do not at present believe it will be necessary to make any definite campaign for reduction of household consumption. We are glad to have coffee saved, and any Federal Food Administrator who wished to make a definite recommendation that people save is entirely warranted in doing so."

#### A NEW COFFEE BROKERAGE OFFICE

The six-story and basement building at 95-97 Front street, New York, has been sold to Edward H. O'Brien, of C. E. Bickford & Co., coffee brokers of San Francisco. It is understood that he will install a large branch office in the building after it has been remodeled.

#### NAMING THE SUBSTITUTE

**Trading on Coffee's Good Name Becomes Long-Headed Merchandising When Sponsored by Long-Haired Psychology**

FRANK E. FEHLMAN, speaking on merchandising before the Advertising Club of New York, told of the origin of "Jaffee," Postum's most formidable rival for the cereal sweepstakes, and dwelt upon the important part played in its christening by Dr. Hollingworth, who, it will be recalled, once addressed the convention of coffee roasters on "Caffeine as a Stimulant."

When naming a coffee substitute, trading upon the good name of coffee becomes long-headed merchandising, and not long-haired psychology, as one might think.

"What is this Jaffee?" asked the speaker. Someone answered, "A cereal imitation." Then Mr. Fehelman said:

"Now, you see, Jaf-Java; and fee, coffee. Where do you suppose they got that name? Do you think they fell on to it? This used to be called Fig Prune. It was supposed to have certain laxative qualities, and they thought if they said figs and prunes, and all that sort of thing, it was good advertising.

"Beechnut people picked the thing up, and they went to Dr. Hollingworth, and said, 'We want a name for this thing—a name that suggests that this is a drink, and something that conforms with their previous experience.' See how subtle that is? Jaffee—coffee; coffee—Jaffee. It has the same number of letters, and only two letters changed.

"Dr. Hollingworth got together all these words—crazy words and funny words—and tried them out on hundreds of people; and then he got some more; and he found that Jaffee reacted more quickly with every man and woman than any other one they had. So why not call it Jaffee? And they did, and are selling this stuff right and left. Mr. Postum will have serious competition with this crowd, because Beechnut itself has a good name, and because of the fact that back of it the good name will make it easier to sell. That is long-haired psychology. That is the long-haired kind that we business men say, 'Oh, it's all bunk!' Is it? I don't see much bunk in that. I call that long-headed merchandising."

#### MORE ARMY COFFEE ROASTERS

WASHINGTON, D. C., Oct. 28, 1918.—It is understood that authorization has been made by army officials for erecting coffee-roasting machinery in twelve of the larger army camps in the United States. The army is now packing coffee in fiber containers instead of tin because of the shortage of the latter. Tin containers are used, however, for overseas and in the Canal Zone. LAMM.



## WHO'S WHO IN THE TRADE

An Appreciation of Frank O. Field, President of Brownell & Field Company, Providence, R. I.

THE business career of Frank O. Field, president and treasurer of the Brownell & Field Company, Providence, R. I., furnishes a fine example of the policy of establishing an objective early in life and then sticking to it. Mr. Field's friends say "stick-to-it-iveness" is the outstanding feature of his many years in the tea, coffee and fine grocery trades, and is the reason why he is one of the few grocers to meet signal success in marketing package teas and coffees in New England.

Mr. Field has been in the wholesale grocery trade all during his business life, and has always been located in Providence, where he was born in 1855. After leaving high school he was employed as a salesman by Waldron-Wightman & Co., wholesale grocers, Providence, until 1899, when he began business with S. H. Brownell, under the name of S. H. Brownell & Co. In 1895 this firm was incorporated as Brownell & Field Company.

While doing a general wholesale grocery business the Brownell & Field Company has gradually increased its tea and coffee trade, making the name of Autocrat coffee and Autocrat tea widely known in New England and along the Atlantic coast. This business extension is generally attributed to the untiring efforts of Mr. Field.

Mr. Field is known throughout the coffee trade of the country as a progressive business man, and at the last convention of the National Coffee Roasters' Association was made a director of the organization for the 1917-18 season. He is also president of the New England branch of the N. C. R. A., and a leading citizen of Providence. He lives in Barrington, near Providence, and is devoted to outdoor life.

## WANTS TEA ROOMS IN INDIA

[SPECIAL CORRESPONDENCE]

COLOMBO, CEYLON, Aug. 10, 1918.—The All-India Temperance Conference is behind a movement to open tea shops in India, according to a letter addressed to the Tea Cess Committee, which is expending this year a sum of Rs. 5,000,000 in various forms of advertising in India alone. The Rev. Herbert Anderson, honorary secretary of the Conference, says: "From what I have seen and heard, I should judge that in a number of districts these tea shops have proved a successful counter attraction to country taverns." J. F.

## SPICES AND EXTRACTS

News items of interest to spice importers, grinders and dealers, and to manufacturers of flavoring extracts, perfumes and toilet preparations.

## NEW SPICE SECTION ACCEPTED

American Spice Trade Association Approves the Grinders' Auxiliary and Will Engage a Paid Secretary and a Counsel—Annual Dues Increased

AT a special meeting of the American Spice Trade Association, held November 7 in New York, which was attended by the representative spice importers and manufacturers of the country, the organization approved the directors' action in accepting the new American Spice Grinders' Section of the parent body. About fifty firms were represented, about twenty-five in person and the balance by proxies.

It was also agreed at the meeting to engage the services of a paid secretary and a counsel. No reliable forecast of who would be selected for the positions could be obtained, although it is believed the directors have suitable men in mind and will soon make an announcement.

When it came to the matter of increasing the dues considerable discussion developed. It was finally agreed to raise the annual rate from \$15 to \$50.

## SUGAR IN ARMY VANILLA EXTRACT

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Oct. 10, 1918.—The Subsistence Division of the Quartermaster's Corps has found that many manufacturers of vanilla extract are using sugar in their product. This practice, as far as the army is concerned, will be discontinued. The Division declares that sugar in vanilla extract does not improve the flavor and is non-essential. A manufacturer with an army order for 25,000 eight-ounce bottles of vanilla extract has just been declined 2,500 pounds of sugar to fill the order, and has been instructed to make the extract without sugar. If the vanilla extract used by the army were to be made by the formula which includes sugar, over 100,000 pounds of sugar would be required yearly to fill the army needs. LAMM.

## ADULTERATED CARDAMOM SEED

The Department of Agriculture, Bureau of Chemistry, recently made the following announcement about cardamom seed:

Examination of importations of "cardamom seed" (*Elettaria cardamomum* White et Maton) in some instances has disclosed the presence of considerable amounts of foreign material, consisting of small pebbles as well as the seeds of a species of *Amomum*, probably *Amomum xanthioides* Wallich or *Amomum villosum* Loureiro. In some instances the small pebbles resembled cardamom seed. The seeds of the *Amomum* species mentioned are generally darker in color than those of cardamom, and have roughened surfaces with minute elevations, whereas those of cardamom have wrinkled surfaces and are strongly longitudinally grooved on one side. The department will recommend the detention of any shipment of cardamom seed found to contain more than 5 per cent of foreign seeds, pebbles or other foreign material.

## NEW RULING ON PEPPER SHELLS

The Board of United States General Appraisers, New York, decided on October 23 that a commodity invoiced and known as pepper shells, which is a by-product from decorticating pepper berries, and consists of small pieces of shell and a powdery portion sufficiently fine to pass through a No. 20 sieve, is separable for duty purposes, the fine portion being assessable as ground pepper under paragraph 235, Tariff Act of 1913, and the coarser portion as unground pepper under the same paragraph. The board's decision overrules protests of John Kissack & Co., of New York.

## ALCOHOLIC EXTRACT TAX RULES

The Commissioner of Internal Revenue has made a consolidated ruling relative to the standards prescribed for determining the liability to special tax of manufacturers and dealers in flavoring extracts, soda water syrups, etc., containing alcohol and alcoholic compounds containing medicinal ingredients, and the right of such persons to the use of non-beverage alcohol. The ruling is headed T. D. 2760, and supersedes T. D. 1843. Copies can be obtained from Daniel C. Roper, Commissioner of Internal Revenue, Treasury Department, Washington, D. C.

## ALCOHOL TAX REDUCED

The Senate Finance Committee has reduced the tax on non-beverage alcohol to \$2.20 a proof gallon. The Flavoring Extract Manufacturers' Association points out in a recent circular that the bill has a long way to travel yet before it becomes a law, but hopes the tax will stand at \$2.20.

## GROCERY TRADE DIGEST

§ The most important news happenings of the month boiled down for busy readers.

## SPECIALTY MEN TO CONVENE

Official Programme of the Tenth Annual Meeting to Be Held in Cleveland, Ohio,  
November 20 and 21

THE tenth annual convention of the American Specialty Manufacturers' Association will be held at Hotel Winton, Cleveland, on November 20 and 21. A full programme has been arranged and the convention is expected to be one of the most important ever held by this organization.

Several prominent men have been asked to speak on the topics and problems of the day. For the first day the programme calls for the following speakers: Arjay Davies, president, National Wholesale Grocers' Association; Walter B. Cherry, subject: "Advertising During the War"; A. C. Monagle, subject: "Uniform Combination Order Blank."

The second day's schedule is: F. H. Millard, United States Food Administration; W. B. Colver, chairman, Federal Trade Commission; J. H. Schaefer, president, National Retail Grocers' Association; Fred Mason, subject: "War Co-operation of Grocery Product Manufacturers"; B. S. Cutler, chief, Bureau of Foreign and Domestic Commerce; R. E. Hills, president, The Ohio Wholesale Grocers' Association.

## FIXED-PRICE CASE DECIDED

In the United States Government's suit against Colgate & Co., charging violation of the Sherman law, the Federal Court in Norfolk, Va., has decided in favor of the Colgate company. The indictment charged the company with dictating prices at which their goods should be sold by distributors, and refusal to sell to those dealers who did not observe such prices.

## GERMAN SUGAR PLANTERS OUSTED

In making public yesterday the details of his reorganization of the H. Hackfeld Company, sugar planters in Hawaii, A. Mitchell Palmer, Federal Alien Property Custodian, asserted that through the Americanization of this formerly German concern, the seizure of which he announced several months ago, "the control of

Hawaii's most important industry has been restored to its people." Plantations controlled by the concern in 1917 produced 140,000 tons of cane sugar. It was asserted by Mr. Palmer that the company had been a center of German propaganda in the Pacific.

#### CANNERS' CONVENTION SET FORWARD

The date for the annual convention of the National Canners' Association has been changed from the week of February 11, 1919, to the week of January 20, 1919, to be held at the Hotel La Salle, Chicago.

#### LIBBY SEPARATED FROM SWIFT

Libby, McNeill & Libby, one of the most extensive food canning institutions in the world, is to be operated as a separate institution from Swift & Co., which has heretofore owned a controlling interest, according to advices from Chicago.

#### SACCHARIN NOT A SUGAR SUBSTITUTE

The Secretary of Agriculture has declared he would regard as adulterated, under the Food and Drug Act, any food containing saccharin which might be brought under the jurisdiction of that law.

#### AMERICAN SUGAR CO. WILL SELL TO BROKERS

The following announcement has been made by the American Sugar Refining Company: "We have been requested by the United States Food Administration to accept orders from brokers when accompanied by United States Food Administration certificates and pay brokerage thereon. Without changing or modifying our merchandising policy we desire to announce that until further notice we will accept such orders in the manner customary on December 27, 1917, and pay customary brokerage on such transactions."

#### JELLY AND JAM MEN TO ORGANIZE

About thirty manufacturers of jam and jelly recently held an organization meeting, at which it was proposed to form a national association. Details are to be announced later.

#### ON WATCH FOR ADULTERATED OLIVE OIL

Because of the scarcity of genuine olive oil in this country food inspectors have been instructed to watch carefully for substitution of cheaper vegetable oils and other substitutes. Many complaints have been made to the authorities that some dealers have mixed cottonseed, corn and

soy-bean oils with a little olive oil, and sell the mixture as genuine olive oil.

#### SALE OF ENEMY FIRMS PROTESTED

Germany in an official note to the United States has protested against the American Government's sale of German-owned property in this country under the Trading with the Enemy Act, and has threatened retaliation. On the other hand, the German Government has refused to give any information concerning the treatment of American property in Germany. Alien Property Custodian Palmer still continues to take over and dispose of enemy-owned firms in the United States.

#### PATENTS AND TRADE MARKS

¶ Subscribers and advertisers may consult this bureau without charge except that postage for reply must accompany all inquiries; there are no fees for trade-mark searches.

Address all communications to Patent and Trade Mark Service, THE TEA AND COFFEE TRADE JOURNAL.

#### PAN-AMERICAN TRADEMARKS

##### How the Treaty Recently Ratified by Two-thirds of the American Nations Will Protect Business Men

AS soon as practical official machinery can be created, the provisions of the trademark treaty recently ratified by two-thirds of the nations of North and South America will become operative. This is expected to be at an early date.

The International Trademark Convention, as the treaty is called, provides primarily for the protection of trademarks, and is of special interest to merchants and manufacturers who have in mind the expansion of their export business.

This convention, once in complete operation, will not only simplify but will guarantee the protection of trademarks in all the republics of the American continent. It provides for the establishment of two registration bureaus—one for North and Central America and the West Indian Republics, and the other for South America. Either bureau is to be open as soon as two-thirds of the countries constituting the group to which it is attached has ratified the convention.

It is believed that an end will soon be put to the uncertainties and delays which exist in so

many countries with reference to registration, and also to the trademark piracy whereby marks well known in the United States are registered in advance by agents or merchants in one or another country, the latter then keeping the marks for themselves and exacting ruinous prices for them from the bona fide owners before permitting them to utilize their trademarks within the territory in question. This practice, which has been due to the radical differences between the trademark law principles of North and South America, in the one case resting on usage and in the other chiefly upon priority of registration, has been notoriously availed of by European agents, who have undoubtedly been seeking to obstruct as far as possible the expansion of United States trade.

### PATENT OFFICE RECORD

Patents Granted, Trade Mark Applications,  
Certificates Issued and Labels and Prints  
Registered During the Month

[STAFF CORRESPONDENCE]

WASHINGTON, D. C., Oct. 28, 1918.

HERE follows a complete record of the latest activities of the United States Patent Office, in so far as they apply to the tea, coffee, spice and general grocery trades:

#### PATENT GRANTED

*Method of Grinding and Packing Coffee.* John E. King, Grosse Pointe, Mich. (No. 1,452,611) The composition and method of preparing and packing ground coffee, which consists in coarsely grinding approximately 10 per cent of the coffee and finely grinding approximately 90 per cent of the coffee, and packing the two grinds in one package or container for the purpose specified.

#### TRADE MARKS REGISTERED

Here is a list of trade marks which have been registered and for which certificates have been issued:

"Thistle." (122,635.) Brewster Gordon & Co., Rochester, N. Y. Tea. First use, March 15, 1883.

"Thrush." (122,636.) Brewster Gordon & Co., Rochester, N. Y. Tea. First use, March 15, 1883.

"Rival," two men wrestling. (122,641.) Haskill Adams Company, Boston. Certain named foods. First use, 1875.

"Lord Calvert." (122,648.) Eugene Levering, Jr., Baltimore. Tea. First use, Sept. 10, 1907.

"Honest Abe," portrait of. (122,655.) Satvi Health Food Company, Long Beach, Cal. Tea. First use, Sept. 17, 1917.

Registered Sept. 3, 1918.

"Priscilla." (122,664.) Abraham & Straus, Brooklyn, N. Y. Certain named foods. First use, 1900.

"Kentucky Home." (122,672.) Betterton-Rupert Coffee Company, Ashland, Ky. Roasted coffee. First use, Jan. 19, 1917.

"Morning-Glow." (122,694.) Robert L. Gerhart, Lancaster, Pa. Tea, rice, cinnamon, allspice, cloves, pepper and mustard. First use, July 23, 1913. Registered Sept. 10, 1918.

"Commodore." (122,810.) Park & Tilford, New York. Coffee. First use, April 18, 1918.

"Somerset Club" and picture of a club house. (122,824.) Shapleigh Coffee Company, Boston. First use, March 28, 1899.

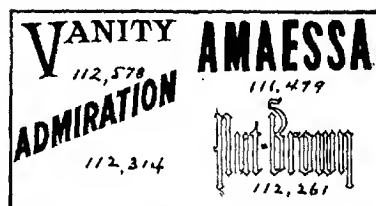
Registered Sept. 17, 1918.

#### LABELS REGISTERED

This is a record of labels which have been registered and for which certificates have been issued:

"My Favorite." (20,851.) Clark & Host Company, Milwaukee. Coffee.

"Mesco Brand Cup Tested Coffee." M. E. Swing Co., Washington, D. C. Blended so as to pro-



#### TRADE MARKS PENDING

duce a coffee that improves as it cools in the cup." (20,866.) E. M. Swing Company, Washington, D. C. Coffee. Registered Sept. 17, 1918.

#### TRADE MARKS PENDING

The following trade marks have been favorably acted upon. Any person who believes he would be damaged by the registration of a trade mark, may within thirty days enter opposition to prevent the proposed registration. All inquiries pertaining to these marks should be addressed to THE TEA AND COFFEE TRADE JOURNAL, 79 Wall street, New York City:

WEEK ENDING SEPT. 3, 1918

"Amaessa." (111,479.) Amaessa Products Company, New York. Tea, coffee, spices, vanilla extract, etc.

"Nut-Brown." (112,261.) E. B. Millar & Co., Chicago. Coffee.

"Admiration." (112,314.) Duncan Coffee Company, Houston, Tex. Coffee in cans.

WEEK ENDING SEPT. 10, 1918

"Vanity." (112,578.) A. Kickbusch Grocery Company, Wausau, Wis. Coffee.

## TEA AND COFFEE RESEARCH BUREAU

¶ A department of scientific research under the editors' direction in which will be found short, popularized reviews of current and older works of a physiological-chemical character, fugitive paragraphs, references and articles dealing with the history, pharmacology and technology of tea, coffee and spices.

### SOME NEW FACTS ABOUT COFFEE

#### Caffetannic Acid is the Most Soluble Constituent, But It is Not as Important as Caffeine

SOMEONE is always discovering some new facts about coffee. For the most part they are not new at all, but only a relash of what has gone before. However, when Dr. Harvey W. Wiley writes or speaks he usually has something to say, and our readers may find considerable of interest in the remarks on the above topic taken from "Good Housekeeping":

We know more about all other factors in coffee than we do about its chemical composition. Especially have we not been in full possession of the facts as to what are the more soluble constituents of roasted coffee. Theories of coffee making have been based upon assumptions in regard to solubility that the actual facts do not warrant. In "Good Housekeeping" laboratory an extensive series of investigations has recently been made to determine the relative solubility of the tannin constituents of the roasted bean as compared with the other substances extracted by hot water. The data obtained show that the tannin element, tannic acid, caffetannic acid, or whatever it may be called, is the most soluble constituent in roasted coffee. Where a partial extraction of the coffee is secured, as in making drip coffee with one percolation, the relative amounts of tannin in the extract are very much larger than when the coffee is made by repeated percolations or by the ordinary process of gentle boiling for a short time. This is contrary to nearly all the assumed facts on which methods of coffee extraction are based.

It is generally claimed that a filtered coffee, and especially a single filtration, has a finer flavor than when the percolations are repeated or when the coffee is boiled. If this be true, then the finer flavor is evidently due to an excess of the tannic element, a fact that is quite in opposition to the common assumption. Many processes of coffee making have been exploited on the theory that less of the tannic acid principle is extracted, and that therefore, the coffee has a better flavor. These assumptions will now have to be abandoned.

Some data will be illustrative of the statements made above. In a method of preparation depending upon one filtration the total solids in the extract amounted to .50 per cent. Of this .34 per cent consisted of caffetannic acid. The same

coffee when made by the boiling process, the boiling having been continued for three minutes, contained in the extract 1.17 per cent of solid matter, of which .64 per cent was tannic acid. Comparing these two typical preparations from the same coffee, we find that the percentage of caffetannic acid in the extract with one filtration is 68 per cent, while the percentage of caffetannic acid in the boiled coffee was only 54.7. When the boiling was continued for five minutes, and the coffee was cleared by the addition of an egg, the percentage of caffetannic acid fell still lower, amounting to 52.7 per cent of the total extract. In a sample of coffee made in a percolator, the percolation having continued for ten minutes, the composition of the extract approached that obtained by boiling, the total percentage of caffetannic acid in the extract being 53.

The above data indicate that the more thorough the extraction of the coffee, the smaller will be the percentage of caffetannic acid in the extract. Evidently all efforts to remove caffetannic acid from coffee by any system of incomplete filtration or extraction are based upon a wrong assumption. Also, it is evident that the claims made for any kind of an apparatus based upon a single filtration, or even more than one filtration up to a certain point, as being advisable on the ground of exclusion of caffetannic acid, will have to be revised. Apparently, also, the efforts to saddle the injurious effects of coffee drinking upon caffetannic acid in any form in which it may exist in the coffee extract are not supported by these recent data.

It is apparent that the specific effects of coffee and its injurious character, as noticed in certain cases, are due, as has been usually claimed, to the action of the caffeine upon the nervous centers. It is evident that this action varies not so much in proportion to the quantity of caffeine as upon the susceptibility of the individual. The use of the beverage should be, even in persons who tolerate it, a temperate one. In the case of those persons who are sensitive to the influence of caffeine, the wise plan would be its entire exclusion from the diet.

#### DOUBTFUL CAFFETANNIC ACID CONCLUSIONS

After reading Dr. Wiley's article one of the contributing editors to this department made the following comments:

"Any far-reaching conclusion drawn from the content of so-called caffetannic acid in the coffee brew is probably worthless. Furthermore, the differences reported by Dr. Wiley in the relation

of caffeinanic acid to total solids are so small for the different procedures that in the light of the uncertainties of the method of analysis the figures cited show nothing more than the fact the substances estimated as caffeinanic acid are more readily extracted than other water soluble components.

"The contention that the caffeine extracted is of more importance than the caffeinanic acid I believe to be valid. "Of course, except for those few people that are extremely sensitive to caffeine the quantity contained is of so little importance as to be negligible. I am brought to the same point that discussions of this type generally arrive at—namely, that coffee should be boosted simply as an agreeable beverage which can be tolerated in normal amounts by the great bulk of the human race, and which serves as a vehicle for the introduction into the diet of 175-200 calories per cup in the form of sugar and cream."

#### UNSATISFACTORY HALF FACTS

The following comments on Dr. Wiley's article have been received from an interested reader:

"Dr. Wiley in his 'Good Housekeeping' article does not publish the full results of the experiments made at the 'Good Housekeeping' institute. In your April, 1917, issue you publish certain of the results, none of which but showed more than double the total solids Dr. Wiley quotes as getting from a single filtration. I contend this light extraction is not a new fact about coffee, for it can be and is obtained daily when too coarsely ground coffee is used, or where a single filtration is attempted through cloth, using anything but pulverized coffee.

"Any single infusion that does not allow intimate contact of superheated water and fine ground coffee for a reasonable period will fail to produce a full bodied coffee. Coffee men owe it to their business to make experiments at their testing tables with all the devices now in general use, and then to urge the consumer to use that method which produces the best result with their blend. Experiment with all of them and never be satisfied with half facts."

#### DR. WILEY IN REBUTTAL

In the course of some correspondence which the editor of this paper had with Dr. Wiley concerning this article, Dr. Wiley said:

"Judged by the data obtained from the 'Good Housekeeping' laboratory it is evident that tannin is the most soluble of the contents of coffee. The more incomplete the extraction the larger percentage of tannin in the extract."

Developing this idea, Dr. Wiley said, further, that the complete data relating to the experiment would show that "in every case the more incomplete the extraction of the coffee the higher the percentage of tannin in the extract. This does not mean that there is more tannin in an incomplete extract than there is in a complete extract. Just the contrary is the case. But it does mean just what I say, that the percentage of the tannin in the incomplete is much higher than it is in the complete extract. To place it in other words, the data show that tannin is more soluble than the other matters that are extracted from coffee by water, and, therefore, a larger proportion of it comes out during the first extraction."

### CORRECT COFFEE BREWING

A New York Importer Says, Happily, the Best Way to Prepare Coffee is Also the Simplest

R. C. WILHELM, of R. C. Wilhelm & Co., Inc., New York coffee importers, who is generally recognized as a close student of coffee cup qualities, has published his views on the proper way to prepare coffee in a little leaflet which he is circulating in the trade. The leaflet is as follows:

FOR THE ACCOMPLISHMENT OF EVERY TASK  
THERE IS ONE BEST WAY

Happily the best way to prepare coffee is also the simplest way.

#### FOUR CARDINAL PRINCIPLES

1. Fresh roasted Coffee . . . finely ground at the moment of making.
2. Fresh boiled water . . . boiling vigorously.
3. Proportions of Coffee and water measured, always.
4. Quick infusion . . . any process of making which will quickly remove the grounds.

When finely ground Coffee and violently boiling water are thoroughly mixed ALL the Coffee essences are released—instantly. Continued immersion but stewes the bitter grounds. There is no merit in the Coffee fibre . . . it is but the container for the volatile oils which, like honey in the comb, lie in the minute cells.

An astonishingly small proportion of persons are really satisfied with their Coffee. The most common cause is improper making. To be told one's Coffee is delicious is an appreciated compliment. Unquestionably the most important factor in increasing consumption is to help the housewife, that she may serve Coffee that is delicious every time.

### ADVERTISING

Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is he who has nothing to offer the world in the way of commodity or service.



## FOR OUR BOYS OVERSEAS



¶ Bits of verse and inspirational prose that make for comfort and better cheer. News of members of the trade in service at home and abroad.

### THE TRADE'S ROLL OF HONOR

#### The Latest Information Concerning Those Men in the Trade Who Are Fighting for America and Her Allies

**T**HIS month we record some more names of tea and coffee men entering army and navy service.

##### IN MILITARY AND NAVAL SERVICE

**WILLIAM S. DALLAS**, with Carter, Macy & Co., tea importers, New York, and a veteran of the Civil War, serving under Sheridan and Custer in the cavalry, recently received a picture of his 23-year-old son, William S. Dallas, who enlisted in the navy the day after war was declared, and has served on a patrol destroyer ever since. The picture is reproduced herewith. He is captain of a gun crew and boatswain, and has a medal as an expert sharpshooter and range finder.



WM. S. DALLAS,  
U. S. N.

**JOHN M. VANDERWATER**, formerly with Jardine, Matheson & Co., tea importers, New York, is now with the 316th Infantry, A. E. F.

**HAROLD COUCH**, of Jardine, Matheson & Co., New York, is serving with a replacement regiment at Camp Gordon.

**LIEUT. FRED A. TILLMANN**, former manager of the Oakland (Cal.) branch of Tillmann & Bendel, wholesale grocers, has been cited for bravery under fire by General Pershing. He is in the aviation service.

**FRANK C. RUSSELL**, of Russell & Co., coffee and tea importers, New York, has joined the Officers' Training School at Camp Lee, Virginia.

**LIEUT. A. L. OWEN**, formerly with Williams, Russell & Co., coffee brokers, New York, is now attached to the office of F. F. Holbrook, the army's coffee buyer in the Quartermaster's Department, Washington. He is specializing on a study of soluble coffee.

**ALFRED L. HART**, formerly with the firm of R. C. Wilhelm & Co., New York, coffee brokers, was wounded in the foot while in action. He was returned to the evacuation hospital at Ellis Island, New York, early in October, and has since been transferred to the Washington (D. C.) general hospital.

##### "THOSE WHO BEAR THE STAR"

**T. WHEELER JONES**, formerly of the Boston and later the Toronto offices of Carter, Macy & Co., died at sea while en route from Canada aboard a transport for service at the Front. Mr. Jones was a Bombardier in the Canadian army, in which he recently enlisted.

##### LETTERS TO THE EDITOR

Letters from the tea and coffee boys in the service show that the writers are still interested in trade affairs in this country, even in these days of the Big Push on the western front. One letter comes from a former New York coffee man who has been with the Canadian army since 1916, as follows:

OCTOBER 5, 1918.

William H. Ukers, New York City.

DEAR SIR:

I must write and thank you so much for the trouble taken in sending me your TEA AND COFFEE TRADE JOURNAL, and the more so when I realize how many of your own boys you must have to send to. I hope, however, that you include me amongst them in spite of the fact that I left New York and joined in Canada. In 1916, when I left Hard & Rand and enlisted, I was anxious and did not know how long I should have to wait to join with the U. S. A. \* \* \* It is wonderful to watch the rapid strides made by Uncle Sam's grand army and the enormous numbers per month that are coming. Hundreds of troop trains pass through here and Derby, and we do all we can for them.



AMERICAN MARINES ENJOY A BAND CONCERT NEAR THE FRONT

This scene is from a picture postcard sent to the editor by Philip Ebling, formerly with Leon Israel & Bros., New York, and now with the Marines in France. He writes on the card: "Showing the ——— Regiment Marine Band in 'action' somewhere in France, giving the boys a much needed treat after a strenuous time on the line. What do you think of this last All-American Drive? It certainly was some push on Heinie. He went so fast the first few days that we had a behaviatime keeping up. Were just relieved a day or so ago."

Corporal Ebling can be seen in profile in the small white circle at the right-hand of the picture.

I am still on the staff of this hospital. After filling various positions I have been appointed N. C. O. in charge of all accounts and tobacco, which is issued weekly to all patients as well as the personnel, 100 cigarettes and four ounces of tobacco being the ration, and we get them free of duty. \* \* \*

I was sorry to read of the death of Gordon L. Rand in your magazine some months ago.

Wishing you all success and hoping to be in dear old New York sooner than we all expect, with best regards,

SERGT. JAMES HENDY, C. A. H. C.,  
Can. Conv. Officers' Hospital, Matlack Bath,  
Derbyshire, England.

P. S.—My eldest son, fifteen years, is also in uniform, I am proud to say, having enlisted in the mercantile marine, and is on a large liner carrying troops from the East.

#### FROM THE COFFEE UNIT ABROAD

The following was written to the Soldiers' and Sailors' Welfare Society of the Green Coffee Trade, and is published by permission of President W. H. Aborn. The message is on a picture

postcard showing the beautiful Paris Opera House:

PARIS, FRANCE, Oct. 11, 1918.

DEAR FELLOWS:

I'm seated on a nice cushioned chair at the Y. M. C. A. (some mansion) and thinking of the folks back home. This is a remembrance of my thoughts.

Life in Paris is wonderful. We are located in the heart of the town and have occasion to do a lot of sightseeing, which is very enjoyable. They sure have enough to keep our "peepers" busy.

Goldhardt, of Sprague & Rhodes, and Satink, of Arnold, Dorr & Co., came over in the same coffee (roaster) unit, but I'm on detached service and in Paris at the below address. Will close with lots of kind wishes.

CORP. HERMAN WEINER,  
Chief, Purchasing Office, Q. M. C., A. P. O.,  
No. 702, A. E. F., France.

#### HE APPRECIATES THE "BLUE BOOK"

The writer of the following says he has been so busy he could not find time to tell how he



appreciates the "Blue Book of the Trade." Evidently he has spent his time to advantage, rising to adjutant of his battalion. His letter follows:

HEADQUARTERS, 349TH LABOR BATTALION, CAMP GREENE, CHARLOTTE, N. C.

OCTOBER 24, 1918.

Mr. W. H. Ukers, President, TEA AND COFFEE JOURNAL, 79 Wall Street, New York City.

DEAR MR. UKERS:

The writer has intended writing you for several months past giving you my change of address, but I have been so tied up with military matters it has been practically impossible to drop a line to my friends in New York, who have been so kind and thoughtful in forwarding the interesting TEA AND COFFEE TRADE JOURNAL to me and which is read with great interest.

I might add that since I left Milledale I was transferred to Camp Meigs, Washington, late in June, and in July was commissioned a second lieutenant in the Quartermaster's Corps. I was then transferred to Camp Johnston, Jacksonville, Fla., where I was for six weeks. From there I was sent to Camp Greene, Charlotte, N. C., where I am now stationed, and have been assigned to the 349th Labor Battalion as supply officer, and last week was assigned as adjutant, which position I now hold.

With kindest regards and best wishes, I am

F. C. MCCREY,

Second Lieut., Q. M. C., Adjutant.  
(Formerly with Hard & Rand, New York.)

#### THE PRICE OF FREEDOM

These are the times that try men's souls. The summer soldier and the sunshine patriot will in this crisis shrink from the service of his country; but he that stands it NOW deserves the love and thanks of man and woman. Tyranny, like hell, is not easily conquered; yet we have this consolation with us, that the harder the conflict the more glorious the triumph. What we obtain too cheap we esteem too lightly; 'tis dearness only that gives everything its value. Heaven knows how to put a proper price upon its goods; and it would be strange, indeed, if so celestial an article as FREEDOM should not be highly rated. — THOMAS PAINE (1776.)

#### A YANK CORRECTION

A Kansas soldier wrote the following about German soldiers: "When a Boche finds himself in a tight place he warbles out, 'Kamerad, I've got a wife and three children.' Then one of our boys sings out, 'You're a darned liar! You've got a widow and three orphans!'"

The new Hun helmet is specially designed to protect the neck. How wise! That is just where Germany is going to get it. — "London Opinion."

## WAR GOSSIP IN FRONT STREET

### The Latest News About Men in the Service as Reported in Tea and Coffee Circles

WAR talk forms a large part of the gossip in Front street these days, the more important of the items current during the month appearing in this column:

Private C. B. Struthers, Jr., son of C. B. Struthers, is with the U. S. Marine Corps somewhere in France.

It has been reported that Emanuel Glazer, of C. A. Mackey, has been decorated with the French War Cross. If true, he is the first from Front street to receive the French decoration.

Donald Mackey, son of W. D. Mackey, is now in the Aviation Corps at Arcadia, Fla.

Nelson Hendrickson, of Arnold, Dorr & Co., wears two gold service stripes.

Kenneth L. Peck, son of the late Walter J. Peck, and a nephew of E. H. Peck, of E. H. & W. J. Peck, is on a submarine chaser cruising in the Mediterranean Sea.

Fred Von Thaden, of Mitchell Bros., is with the 35th Co., 3d Group, Camp Hancock, Augusta, Ga., having been transferred from Camp Gordon.

Capt. William Bayne, 5d, son of William Bayne, Jr., has just earned his promotion to captaincy. Capt. Bayne went overseas last September in the artillery as first lieutenant. When last heard from Capt. Bayne had done eighty hours of continuous service.

Ensign Carrol Bayne, the second son of William Bayne, Jr., is on a U. S. man-of-war stationed in foreign waters.

Elliott Burr, one of the old timers on the "Street," has two boys at the front in France.

Frank Meehan is back on the "Street." A bum arm lost out for Frank, but he got in six weeks' training in the Officers' School.

We hear Lou Wetzellberger has been made a sergeant.

Harry Goldhart is a corporal with the Motor Transport in France.

Lieut. Clinton Whiting, of the Private Estate Coffee Company, was shot in the lung, but is progressing favorably. Incidentally he was cited for gallantry in action and made a first lieutenant.

Lieut. Al Owens, of Williams, Russell & Co., has been placed in charge of a camp at Washington that distributes hot cocoa daily to about 3,000 girls in the Government service.

Fisher Bullard came back from Camp Lee, having been rejected after the physical examination.

Edward O'Brien, of C. E. Bickford & Co., purchased the building at 95 Front street that is occupied by Eddie Blecker. Eddie has got to move and has threatened to take his friends with him away from Front street.

Bill Elliott, the broker, is now associated with Sprague & Rhodes.

The Coffee Exchange has been temporarily closed by Government order. Too bad, as they are the best domino-playing exchange in the world.

A TRADE LOOKER-ON.



## RECONSTRUCTION HELPS



¶ Practical suggestions for the solution of After-the-War problems by leaders in the tea and coffee trade. ¶ A Digest of national activities in which all may participate or to which they may lend a hand.

### HINTS FOR THE BUSINESS MAN

#### Some Practical Suggestions for Meeting War-Time Conservation Requirements in the Trade

By W. H. KER  
New Orleans

**I**N this time of stress, when everything is under pressure in order to help win the war, when prices are necessarily high and methods of doing business are regulated, when wages are advancing and the usual sources of supply are harder to reach, when transportation facilities are congested, and conditions generally are such as are not likely to be encountered again in a century, then it is incumbent upon everyone in the coffee trade to exert himself to help solve the problems that confront us all.

There are many practical ways in which to help. Among them the following suggestions will be found important:

Require every man and woman employee to work six full days per week; pay everyone just wages or salaries.

Require salesmen to eliminate treats, free cigars and free dinners to customers, and all other kinds of commercial bribery.

Require that sales on standard brands be made in standard size cases.

Decline to pack special or private brand coffees, teas and spices for the trade.

The elimination of lost time, commercial bribery and unnecessary labor and expenses resulting from all these practices conserves and automatically lowers cost of production and cost of coffees, teas and spices to consumers.

Special or private brands of coffees, teas and spices cause incalculable losses in addition to initial unnecessary expense, from the fact that wholesale and retail grocers frequently exact special or private brands. Their failure to advertise and properly promote their sale results in negotiations for exchange and ultimate return.

### A PAPER SAVING SUGGESTION

#### Some Facts About Large Mailing Envelopes and How They Can Be Used to Conserve the Paper Supply

**N**EARLY every business house mails a certain amount of printed matter in large, unsealed envelopes, and it receives a large amount of such material daily in similar envelopes.



A pound of paper saved saves three pounds of coal. Save waste paper but don't waste paper.—War Industries Board.

Before the paper shortage such envelopes were cheap and easy to get, but to-day the price ranges from \$8.00 to \$15.00 per thousand, and they are hard to obtain at any price. From five to eight weeks is required to obtain an order for any large quantity, and the price is made subject to market quotations on the day of delivery.

In order to save this expense and delay a paper-saving label was designed by the National Americanization Committee, which may be copied by any firm that cares to make such a saving, or they may be ordered at cost, plus postage, \$3.00 per thousand, of the committee. It is printed in brown on manila paper, and the text on its face explains why paper saving at this time is a patriotic act. The label is 6 by 8½ inches, and is pasted over the face of large envelopes which come unsealed in the mail. This size covers the old address and return address, and the envelope thus treated is as good as new.

The use of this label was suggested by seeing the mail clerk's waste basketful of large envelopes, and for a test it was directed that they be saved for a week. At the end of that time the

pile of reclaimable envelopes was found to be so large that the label was ordered at once, and is now used by the National Americanization Committee.

While it would seem like petty economy to save envelopes in normal times, it is a patriotic duty to-day.

Paper means coal, labor and transportation. These are factors that will help us win this war. When the paper is saved it means more coal for our battleships, transports and essential industries.

### THE UNITED WAR WORK DRIVE

Why the Various War Welfare Organizations  
Will Conduct a Week's Campaign to  
Raise Money for Our Soldiers

**S**EVEN war welfare organizations have been grouped under President Wilson's request to combine their efforts in one single campaign to raise money with which to carry on their work for our soldiers and sailors. The campaign begins November 11 and will end a week later.

The organizations represented in the drive are the Young Men's Christian Association, the Young Women's Christian Association, the Knights of Columbus and the National Catholic War Council, the War Work Community Ser-

vice, the Jewish Welfare Board, the American Library Association and the Salvation Army.

The object of the campaign is to raise a fund of \$170,500,000 by voluntary contribution. This fund is to be distributed on a prearranged basis among these seven war welfare organizations, and will be used for the benefit of our fighting forces in camp, on the battlefield and on the seas.

Everyone in the tea, coffee, spice and fine grocery trades should do his utmost and give liberally to this work of mercy. Every dollar will be used for those who are fighting that the liberties of the world may live and spread to embrace all people.

### USE THE BACKS OF LETTERHEADS

It has been estimated that millions of dollars' worth of paper can be saved if the business men of the country will have their stenographers make carbon copies of letters directly on the back the letter being answered, instead of using an extra sheet of paper. In addition to saving paper this system cuts filing costs, reduces the bulk of the files, means less handling of correspondence, gives you the history of your business with any concern on half the paper used in the old way, and makes it impossible for a letter and its answer to become separated.



COFFEE AND THE Y. M. C. A. ON THE BRITISH FRONT

This official photograph, taken on the fighting front in France by a British army photographer, shows how the Y. M. C. A. is co-operating to keep up the morale of the wounded on their way back to dressing stations. These men are known as "walking wounded," and have stopped to get a cup of coffee at a Y. M. C. A. hut just behind the lines. The wartime Y. M. C. A. knows no nationality, creed, nor color.



BY HERBERT S. HOUSTON

Member of the Committee of the Chamber of Commerce  
of the United States on Economic Results of the War\*

AMERICAN business men went on record in favor of economic pressure two years before the referendum, already outlined, was submitted to vote. In fact, economic pressure has its place in the League of Nations programme through their support and approval. President A. Lawrence Lowell, of Harvard University, it is interesting to recall, raised the question, when the proposals of the League to Enforce Peace were being formulated in Philadelphia in June, 1915, as to what effect economic pressure could have had as a deterrent force against Austria. And the author undertook to state briefly the ground for believing that that pressure would have been strong enough to have compelled Austria to present her case against Serbia for a hearing—the ground that has been traversed, and somewhat expanded, in the first chapter.

The third proposal in the League platform of principles was under discussion, the one having to do with the sanctions to put behind a court. After full agreement had been reached on the use of military power as a sanction, I proposed, as a representative of the Chamber of Commerce of the United States, that economic pressure be made a preliminary sanction in the third plank of the platform, to be followed by military power as a final sanction. This view was supported by Philip H. Gadsden, of Charleston, my colleague on the Platform Committee, in representing the Chamber of Commerce, and it was embodied, in a modified form, in the third proposal, as follows:

The signatory powers shall jointly use forthwith both their economic and military forces against any one of their number that goes to war, or commits acts of hostility, against another of the signatories before any question arising shall be submitted as provided in the foregoing.

My purpose in following this economic pressure proposal from its introduction, through its first and then into its final form, in the platform of the League to Enforce Peace, is to make clear and to emphasize the point that this distinctly commercial sanction, which will affect business profoundly when put into effect, originated with business men, was presented by business men for adoption in the platform of the League, and then ratified by the business men of America by an overwhelming majority when submitted to a referendum by the Chamber of Commerce of the United States. If this be treason to the business of the world the business men of this country must accept the responsibility after prolonged con-

sideration of all the consequences. At the national convention of the Chamber, held in Washington in February, 1915, I had offered a resolution urging "that the next Hague Conference provide as a penalty for the infraction of its conventions, that an embargo shall be declared against an offending nation by the other signatory nations." This was referred to a committee on international affairs that was constituted to consider it, under the chairmanship of Edward A. Filene, of Boston. General discussion was going on throughout the country of some new world organization that might follow the war. The American Academy of Political and Social Science considered the question at its meeting in Philadelphia in April. In Cleveland, during May, a World Court Congress was held under the presidency of John Hays Hammond, engineer and business man of international distinction, and all of its sessions were given to discussion of international organization and the establishment of a World Court. Chairman Filene had called his Chamber of Commerce committee together in Cleveland, and the resolution on economic pressure was considered; and a month later, on June 17, 1915, the committee met again, this time in connection with the meeting at Independence Hall in Philadelphia, at which was formed the League to Enforce Peace. The committee unanimously agreed to the presentation before the Independence Hall conference of economic pressure as a sanction to be employed by the proposed League of Nations. As has been stated, this presentation was made and the sanctions adopted, and the third plank included "the combined economic and military powers" of the signatory nations. This provided for the use of these powers concurrently and not in sequence, as the committee of the Chamber of Commerce urged. But the committee joined heartily in support of the new League, and two of its members, later increased to three, were included in the League's executive committee, as representatives of business men. Then in an endeavor to enlist the active support of the business men of the country for the programme of the League, the committee of the Chamber of Commerce of the United States prepared a comprehensive referendum (which is printed in the Appendix) on the League's four proposals, and this was submitted to the 600 constituent commercial bodies at that time comprising the Chamber. The result was an overwhelming majority in favor of the use of economic pressure and a much smaller majority in favor of the use of military power. With this mandate of the busi-

\* Copyright, 1918, by Doubleday Page & Co.

ness men of the United States behind them, the three members of the Chamber of Commerce on the executive committee of the League to Enforce Peace, Mr. Filene, Mr. Gadsden and myself, pressed for an interpretation of article three that would square with the business men's view as to the place which economic pressure, a commercial sanction, should have in the plan for a League of Nations. And this interpretation was secured by the action of the executive committee, which authorized the following:

The signatory powers shall jointly employ diplomatic and economic pressure against any one of their number that threatens war against a fellow signatory without having first submitted its dispute for international inquiry, conciliation, arbitration or judicial hearing, and awaited a conclusion, or without having in good faith offered so to submit it. They shall follow this forthwith by the joint use of their military forces against that nation if it actually goes to war, or commits acts of hostility, against another of the signatories before any question arising shall be dealt with as provided in the foregoing.

It can be definitely claimed, therefore, for economic pressure, in the plan proposed by the League to Enforce Peace, that it stands for the settled conviction, reached after full discussion, consideration and referendum, of the business men of the United States. By them it is submitted to the judgment of the world.

(To be Continued)

## IN THE EDITOR'S MAIL BAG

### Here Will Be Found Letters from Readers Who Say Something Worth While

ONLY letters are published in this column which deal with subjects of general trade interest. Readers should remember whenever they write us they can best serve themselves and us by being brief. We find it impossible to print many letters because of their length.

#### ESSENTIAL WAR-TIME DRINKS

In the following letter our Shidzuoka critic appears to think he has caught us in an inconsistency. He still hugs the delusion that this paper is sometimes pro-coffee and anti-tea. It will be noted that he insists on construing our May editorial as saying that tea and cocoa were non-essential war-time beverages as compared with coffee; whereas, what we really said was that they were all essential, only that coffee was more so:

SHIDZUOKA, JAPAN, Aug. 13, 1918.

W. H. Ukers, Editor, THE TEA AND COFFEE TRADE JOURNAL.

MY DEAR MR. UKERS:

Having in mind my letter to you of June 12, referring to your editorial on pages 458-459 of your May, 1918, issue, in which you intimated that whereas tea and cocoa were non-essential beverages for war times as compared with coffee, the former and all other beverages could much better be dispensed with than coffee, etc., I find it very amusing to read the energy with

which you followed up and challenged Mr. Alfred H. Beckmann for an explanation of his alleged public statement, "that the people would have to dispense with the use of coffee and spices as non-essentials," as set forth in THE TEA AND COFFEE TRADE JOURNAL of July, page 31.

It makes a whole lot of difference whose ox is gored, doesn't it?

Yours faithfully,  
OTIS A. POOLE.

#### "ENGLISH BREAKFAST TEA"

The following letter from a well-known New York tea man refers to the article published in the October issue on page 324, in which Supervising Tea Examiner Mitchell makes certain statements regarding the usage of the term "English Breakfast Tea":

NEW YORK CITY, Oct. 17, 1918.

The Editor, THE TEA AND COFFEE TRADE JOURNAL,  
79 Wall Street, New York.

DEAR SIR:

In your October issue, under the caption, "English Breakfast Tea," we learn that Mr. Mitchell states: "Any fermented tea can be sold under the name of 'English Breakfast Tea,' and while he does not make this statement to be treated as official, he discriminates between 'fermented and unfermented teas.'" Why so? Can he give us any logical reason?

Is it because the dealer, who has always recognized Congous as "English Breakfast," is to be more readily misled by other black teas, that the term in one instance is applicable, and not in the other? If, as Mr. Mitchell states (and it is acknowledged he is correct), that the term "English Breakfast" has no geographical significance, why is it irregular to apply the name equally to Japans, Gunpowder and other green teas?

We know that recently the United States Government in applying for a stated quantity of "E. B." tea, accepted Broken Javas; but we also know that it was necessary for the successful bidder to mention the country of origin of the product he tendered as "E. B." tea. It appears to the writer that this fact has occasioned Mr. Mitchell's statement, though just why it should be so is difficult to say.

The trade has for years past recognized Congous as English Breakfast teas, and none but the unscrupulously inclined ever attempted any other delivery when English Breakfast teas were required. If it had been a universal custom to deliver other fermented teas at will, the term English Breakfast would long ere this have died out, for the reason that to the average tea jobbing house, or its representatives, an order given for "English Breakfast" tea at a given price (as orders are often given and accepted) would have meant nothing, or be so absolutely indefinite that it would have been necessary to ascertain the actual requirements of the customer, and this being determined, a tea of actual origin, and not a camouflaged "E. B.," would have been supplied, sounding, in the evolution of time, the death knell of the term "English Breakfast."

The writer regrets that Mr. Mitchell should have so placed himself on record, for his doing so most certainly does not tend to improve the morals of the tea trade, especially nowadays, when Java teas can be purchased cents per pound below the price of Congous, and especially as this condition seems likely to continue for some years to come.

The tea trade should lay down the law; sell a Java for a "Java," or submit to a fine and jail term; identify the term English Breakfast with Congous only, for 99 per cent of the retail trade so recognizes it.

Let us give the dealer a fair show. If we do this he will always be found ready to meet us half-way in the matter of price and profit.

Yours respectfully,

P. S. B.

#### OUR "TRUE BLOOD" PROPAGANDA MAGAZINE

Young Warren, principal of Warren's Stores, one of Ireland's leading tea firms, writes about this paper as the tea and coffee trade's How-To-Help-Win-The-War magazine. The map he refers to first appeared in the January, 1918, issue, and afterwards was reprinted by the publisher for world-wide distribution. It appeared under the title of "What Germany Wants," and set forth in text and illustration Germany's claims for world-wide dominion, as disclosed by her leaders of thought:

SLIGO, IRELAND, Sept. 10, 1918.

MY DEAR MR. UKERS:

I have to thank you for copy of map "What the Huns Want," which is "true blood" propaganda, and desire to compliment you upon the very efficient manner in which you are doing "your bit" for the triumph of Right and Truth through the columns of your more than ever most valuable "Blue Book."

With affectionate regards,

YOUNG WARREN.

#### ABOUT THE PEDDLER'S DELIVERY SERVICE

The writer of the following letter has something to say about the delivery service of the tea and coffee peddlers:

BUTTE, MONT., Oct. 24, 1918.

TEA AND COFFEE TRADE JOURNAL, 79 Wall Street,  
New York, N. Y.

DEAR SIR:

I am only a common grocery salesman, but have the privilege of reading your journal through the courtesy of my employer, and I assure you that I enjoy it very much.

In our section of the country the local food administration has been placing some very severe restrictions on the retail grocers, which I suppose are necessary in times of this kind, and no one should complain, and as far as I know none of the merchants in our section are complaining.

They just simply say, "Alright, we will go along the best we can."

There is a certain class of food distributors in America who seem to be overlooked entirely as far as these restrictions are concerned and are permitted to continue in the old way, which, in my opinion, is very unfair to the regular retail grocer. The regular retail grocer has been asked to curtail his delivery service, which has always been looked upon by him as a great asset in his business, to release men so employed for more important work. As far as I know no restrictions have been placed on the tea and coffee peddler, such as the Jewel Tea Company and others of the same class, yet they are employing thousands of men on their wagons who could be used to advantage in other lines. The merchandise handled by this class of people could be handled by the regular retail grocers throughout the country without one cent additional cost to them, and in my opinion could and do sell the items sold by this class of merchant to the public for less than they are paying for them to the peddler to-day. In this way the public would be able to purchase their merchandise for less money, which I understand is one of the primary points in these restrictions, and a very large army of men could be released for war work. There are also many other savings which could be made in this way, such as gasoline, depreciation of automobiles, tires, etc., all of which could be made at this particular time.

It seems to me that it is up to some organization like yours to take up this matter with the proper authorities and see that the legitimate merchant gets a square deal.

I am satisfied that the men at the head of the food division have no intention of discriminating in favor of any one kind of merchant against the other, and it seems to me that it is very unfair to permit this class of merchant to continue in their old system of extravagant service, far more extravagant than the retail merchant ever thought of, and ask the retail grocer at the same time to cut down his delivery service several hundred percent and run the risk of offending his customers, and thereby throw his customer to the Jewel Tea Company, or some other similar concern, on all profitable lines in his business, and at the same time be asked to distribute his staples to the public much below his average cost of business.

Yours very truly,

SALESMAN.

#### LABOR

Let me do my work from day to day,

In field or forest, at the desk or loom,

In the roaring market place or tranquil room;

Let me but find it in my heart to say,

When vagrant wishes hearken me astray,

"This is my work, my blessing, not my doom;

Of all who live, I am the one by whom

This work can best be done in the right way."

—HENRY VAN DYKE.



# THE TEA & COFFEE TRADE JOURNAL



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We believe the basic principle on which a trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.

We believe in the application of the TRUTH to the editorial, news and advertising columns.

We believe in the utmost frankness regarding circulation.

We believe the highest efficiency can be secured through a CIRCULATION OF QUALITY rather than of quantity—that character and not mere numbers, should be the criterion by which the value of a publication should be judged.

*We do not publish free reading notices or paid "write ups."*

VOL. XXXV

November, 1918

No. 5

## FOR PEACE AND RECONSTRUCTION

As this issue goes to press the end of the fantastic Teutonic Dream of World Dominion is in sight. The World War is practically over, and America can be proud of the fact that her resources and men helped turn the tide against the common enemy. We fought for liberty and fair trading. We salute our gallant Allies, who suffered more than we did! It was a privilege and an honor to fight by their side. And now let us address ourselves to peace and reconstruction.

We shall soon have a great merchant marine, and in the employment of it we must seek only fair trade conquests, and our competition with other nations recognized by the International League must be just and generous. We hope that this country will not enter into any treaty or alliance which will give preference by regulations of commerce or revenue in order to practice discrimination as such between nations. Out of such stuff are wars bred.

If Germany's government becomes a responsible instrument controlled by the German people there is no need for us to enter into an economic combination against her. Only as a means of discipline and control within a League of Nations is there justification for any form of boycott or exclusion. Customs tariffs are not, however, to be classed as economic barriers.

And let us remember that, in the last analysis, business men determine all com-

merce and trade treaties. The leaders of thought in this trade need to apply themselves at once to a study of the many problems sure to arise with a resumption of international trading in teas, coffees and spices.—U.

#### DEPLORABLE GREEN COFFEE RUMORS

Rumors persist in Front Street that certain green coffee firms are not living up to either the letter or the spirit of the Government's coffee rules. If they are true, it is unfair to those who are observing the regulations that the offenders are going unpunished. Because Washington has a record of all sales it should be easy to detect any attempt to evade the law. We hope the Coffee Division is submitting each transaction to careful scrutiny.—W. G.

#### GAMBLING IN COFFEE A NECESSARY EVIL?

Now that the Government is practically running the import coffee business and Coffee Exchange speculation is at a standstill, some people are asking if, after all, gambling in coffee isn't a very necessary evil. It is being argued that without a Coffee Bourse or Exchange, legitimately conducted, of course, and permitting of hedging operations, buyers will find it impossible to carry the large stocks they have been accustomed to; also, without an exchange the market lacks a stabilizing influence. It is even being claimed that the outside speculator is necessary to the well being of the trade.—W. G.

#### PACKAGE SUGAR VS. BULK

Viewed from almost any angle, the arguments in favor of package merchandise, even in war times, are overwhelming. It saves man power; it avoids waste; it is sanitary to the highest degree; in fact, it represents the last word in modern merchandising. For this reason we cannot follow the Food Administration when it urges that sugar be sold in bulk because it is a cheaper and more economical method of distribution. It will be a step backward to dispense with package sugar.—W. G.

#### IN DEFENSE OF THE ROUND PAPER CAN

Isn't the Food Administration placing an unnecessary hardship upon the round paper can manufacturer, also the packer, when it recommends the elimination of round packages wherever possible? While it is true that square and oblong containers are economical of cargo space, the sum total of round, square, oblong and other shapes will be required to bridge over the present container shortage brought about by the ban on tin cans.

Since the tin can went to war the fiber can people have spent much time and money perfecting their packages, and this applies particularly to the makers of round cans. Now the Food Administration, by means of what, in our opinion, is an unnecessary ruling, places a damper upon the round fiber package men's efforts to produce an acceptable substitute for the tin can, both as regards appearance and keeping qualities.

The packer who has been using a round tin can or a round paper can, as many have been doing of late, is also entitled to consideration because of the sales and trademark value to him inherent in the shape of the package. It is difficult for us to see why the packer need be reluctant to use round paper cans when by their use tin is conserved and the primary object of the Government's conservation programme is being achieved. The War Industries Board approves their use and it is to be hoped that the Food Administration will modify its ill-advised recommendation.—S. O.

#### INCONSISTENCIES OF THE CONTAINER SITUATION

There seems to be much conflict of official opinion on the latest Governmental container regulations, and the conclusion forced upon us, in consequence, is that the authorities may not have been in possession of all the facts in the fiber container case before the rules were drawn. Who is to blame?



The War Industries Board says it makes no distinction between round and square containers; that it is not the desire to discontinue the use of round cans, but rather to encourage their use. The Food Administration discourages round cans. The War Industries Board supplies tin top and bottom can makers with all the "waster" tin plate needed for their requirements; for the reason that such tin is not suitable for war purposes. But the Food Administration in its newest regulations, and acting, presumably, in substantial agreement with the War Industries Board, forbids the use of tin top and bottom cans. In other words, the Food Administration seems to have anticipated a possible condition which does not as yet exist.

The composite package has demonstrated its usefulness over years of service, and on the face of it the Food Administration's ruling appears not only unnecessary, but hardly in the interest of public policy. However, as matters are now, if the packers want the composite package it looks as if it were incumbent upon them to bring pressure to bear upon Washington for a modification of the ruling. The Food Administration claims that the packers themselves sanctioned the elimination of the tin top and bottom can. They did so, no doubt, because they thought it was a patriotic thing, and so would help win the war. We question whether any of them knew that the tin employed could not be used for war purposes.—H. W. G.

#### CONSERVING COAL AND COFFEE

Local Food and Fuel Administrators interpret variously the rulings and suggestions from Washington. It seems a pity there cannot be more uniformity in these matters. For example, Washington says everything possible must be done to save coal. Whereupon, the Chicago Administrator, in his zeal to promote conservation, suggests that coffee roasters change over their roasting plants from coal to gas, thereby saving coal and money, and advises them that it is their patriotic duty, where possible, to make the shift. But the gas company, which had been praying for a horizontal increase of 10 per cent, is suddenly awarded a slight increase to the consumer and a 65 per cent increase on industrial consumption. This, of course, materially altered the situation for some of the coffee roasters, although the Food Administrator figured that the increase was, after all, only a matter of one one-thousandths of a cent to the consumer. The administrator then "passed the buck" to the roasters, and said, "Let me hear from you."

While the roasters were thinking it over the news spread throughout the trade all over the United States: "The Fuel Administration is ordering the substitution of gas for coal," and a general dislocation of trade resulted in not a few quarters. Sober second thought convinced the Chicago Administrator that it would be unreasonable to require every roaster to change over to gas, although two-thirds of them had already done so. Washington all this time has taken no action on the matter, preferring to treat it as purely local, when, as a matter of fact, it concerns the whole country. If gas roasting will save coal in Chicago, why not urge it in New York or Boston or New Orleans? There is an unfortunate lack of co-ordination here, it seems.

Again, the Food Administration says we must conserve coffee. Whereupon the publicity man of the local Food Administrator in Portland, Oregon, gets busy and pictures a hurry call being sent out to consumers to cut down the size and number of their cups. But Washington headquarters had not gone beyond a request to eliminate all waste in the consumption of coffee, and didn't have it in mind to make any campaign for the reduction of household consumption. And the curious thing about it is that Washington sees no harm in permitting local administrators to act quite independently in these matters. In the case of coffee or any other product, where the trade is nationwide, this is certain to make for confusion, if not actual injury. The action taken by the Oregon Food Administrator puts the coffee roasters and dealers of that state in an unfair position, and they would be amply justified, in our opinion, in making a protest. While consumers in other states are permitted to drink coffee as before, Oregon consumers are being urged to reduce their household consumption, something not necessary at this time in the view of the Federal Food Administration. H. U. S.

# U. S. TEA EXAMINER'S ANNUAL REPORT

¶ The Fifth Annual Review of George F. Mitchell, the supervising tea examiner, is the most important thus far issued, in that it contains his official observations on his ten months' journey to the tea countries of the Far East to collect information designed to aid in the administration of the Tea Inspection Law. ¶ The analyses of tea statistics are doubly interesting because they are given in unusual detail.

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Oct. 24, 1918.

THE fifth annual report covering the work of the office of George F. Mitchell, the supervising tea examiner, for the fiscal year ending June 30, 1918, has just been made public. The examiner's review is as follows:

## THE ANNUAL REPORT

SEPTEMBER 19, 1918.

To Honorable, The Secretary of the Treasury.  
SIR:

I have the honor to present the fifth annual report covering the work of the office of the Supervising Tea Examiner for the fiscal year ending June 30, 1918. No annual report was made by this office for the fiscal year ended June 30, 1917, due to the writer's absence on official duty in the tea-producing countries of the Far East; however, the annual statistical report, which always forms a part of the annual report, was compiled from the Tea Examiner's reports, and issued through the courtesy of the New York Tea Examiner.

## VISIT TO TEA-PRODUCING COUNTRIES

Under your authority I left Washington March 29, 1917, and spent nearly ten months visiting the tea countries of Japan, China, Formosa, Java, Sumatra, India and Ceylon, studying the cultivation, manufacture and marketing of tea in those countries for the purpose of collecting information that would be of value in the administration of the Tea Inspection Law of March 2, 1897. A confidential, official report embodying the information gathered during that trip is now in preparation. With reference to this information it can be stated here that it shows conclusively the value to this country of the present tea law, and, further, that aside from a few minor details the present regulations under this law are excellently adapted to their purpose. Some of the minor changes in the regulations growing out of the observations made on this trip have already been put into operation, and are working not

only for the protection of the consumer but also for the good of the tea trade in general.

The tea growers, manufacturers and shippers in all the countries visited showed a keen interest in our tea law, and many misunderstandings relative to our requirements and methods of inspection were cleared up.

The writer desires to avail himself of this opportunity of expressing his very great appreciation of the assistance rendered and the many



GEORGE F. MITCHELL  
Supervising Tea Examiner

courtesies shown him by government officers, tea growers, manufacturers and shippers of the different countries visited.

## MAINTAINING UNIFORMITY OF INSPECTION

Due to my absence in the Far East for a part of the last fiscal year, not as many samples were called for or examined by me as in past years, but I have reviewed all the rejections made at the different ports and concurred in the findings of the tea examiners except in a few instances.

## COLORS TEAS

In only seven cases during this fiscal year were



teas rejected as below the standard in "purity" on account of their containing artificial coloring and facing matter, but even these cases were only slightly colored when compared with what was known as "artificially colored" tea prior to the adoption of the non-colored standards. Out of the seven cases, five, consisting of 256 packages, were appealed to the Board of Tea Appeals, and of this number 64 per cent, or 163 packages, were finally rejected.

The persistent effort made by this office during the last five years, with the great aid rendered at all times by the tea trade, against the importation of colored teas, has virtually put a complete stop to the importation of "camouflaged" teas that deceived the consumer and carried with them a fictitious value.

While in the Far East it was very gratifying to note that the buyers of green teas were using the Read Test. In only two instances were complaints registered against it, and in both of these it was found upon investigation that the test was not being used in accordance with the regulations.

#### ASSISTANT TEA EXAMINER AT TACOMA

The technical assistant to the Tea Examiner at Tacoma having resigned, the position of Assistant Tea Examiner has been established there, and the position has been filled by a temporary appointee pending the holding of a civil service examination for a permanent appointee of that grade.

#### CO-OPERATION WITH OTHER DEPARTMENTS

This office continues to co-operate with the Agricultural Department in the enforcement of the net weight and misbranding regulations under the Food and Drug Act of June 30, 1906, and amendments thereto. Since the United States entered the war this office has co-operated in various ways and as effectively as possible with the War Department, Marine Corps, Food Administration, Shipping Board, War Trade Board and other branches of the Government in matters concerning tea.

#### COMPLAINTS

It is gratifying to report that comparatively few complaints have been received during the last fiscal year relative to the inspection at various ports. Most of the complaints received referred to the rejection of Japan teas for an excess of "floaters." However, in practically every case the judgment of the Examiner was shown to be correct.

#### ENTRY SAMPLES NOW TAKEN BY THE CUSTOMS

For the last four years this office has consistently recommended, in the interest of uniformity, that the practice of allowing the importers in New York and Chicago to draw samples be discontinued, and that samples for inspection at these ports be drawn by Government samplers as at the other ports. The Customs Collectors' Conference appointed a committee to inquire into the matter, and after a thorough investigation recommended that samples be drawn by the customs at all ports. A regulation to this effect was put into operation May 1, 1918.

#### READ TEST CASE FINALLY SETTLED

On February 11, 1914, a temporary injunction was issued in the United States Court for the Southern District of New York, citing the United States Board of Tea Appeals to show cause why it should not be restrained from using the "Read Test" in the examination of 44 packages of tea which had been rejected by the tea examiner at San Francisco as not being up to the standard in "purity," as it contained by this test artificial coloring matter in excess of the standard. On February 20, 1914, the case was heard and the temporary injunction dismissed, with the understanding between counsel that the Government would not re-examine the tea in question until a decision was reached by the court as to the legality of the Read Test. The case was ordered tried, and the trial was held in New York during the month of June, 1914. On July 13, 1914, the court dismissed the case for lack of equity. The importers appealed from this decision, and on June 9, 1915, the Circuit Court of Appeals reversed the decree of the lower court, not on the ground that the use of the Read Test was illegal, but on the ground that the word "impurity" could not be applied to artificial coloring alone, but must be addressed to the sum total of all foreign substances present when comparing teas offered for importation with their respective standards. The Government appealed the case to the United States Supreme Court, and a decision was handed down April 22, 1918, affirming the decision of the lower court. The Supreme Court held that all extraneous substances are impurities, and the presence of any of these may be detected in any way found efficient.

#### REGULATIONS CHANGED TO MEET DECISION

Regulations 22 and 23 of the Tea Regulations have been modified to conform to the court's decision, and while the Read Test is retained it is



**CARTER, MACY & CO., Inc.**  
Main Offices 140-142 Pearl Street, New York

**A WORLD-WIDE ORGANIZATION**

Our unexcelled facilities and world-wide organization place us in a position to render tea buyers exceptional service. We maintain our own offices in every important tea-producing country (Shidzuoka, Yokkaichi, Japan; Taipei, Formosa; Shanghai and Hankow, China; Batavia, Java; Calcutta, India and Colombo, Ceylon), also in the leading distributing centers of the United States (Boston, Philadelphia, Baltimore, New Orleans, Chicago, Cincinnati, St. Louis, St. Paul, Kansas City, San Francisco, Seattle, Los Angeles).

Views of some of our establishments are shown on this page, as follows:

- 1—Taipei, Formosa.
- 2—Shidzuoka, Japan.
- 3—Colombo, Ceylon.
- 4—Calcutta, India.
- 5—Shanghai, China.

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not used by the examiners as the final test. However, it can be used along with the "cup test," double weight, as a test for tea buyers in making purchases, and if correctly used tends to assure them the same protection against rejections that they enjoyed in the past by its use.

#### SOME TEA DUST AND FANNINGS ADMITTED

In former years the only dust standard established was for Japanese teas, because dust taken from other kinds of tea did not seek admission into this country. However, due to the war, so much of the dust that formerly was used in the

*Report by districts of the various kinds and quantities passed and rejected, and why rejected, during the fiscal year ended June 30, 1918*

#### BOSTON

VARIETY.	POUNDS EXAMINED.	POUNDS PASSED.	POUNDS REJECTED.	POUNDS REJECTED FOR IMPURITY.	POUNDS REJECTED FOR QUALITY.
Formosa Oolong.....	305,700	305,700			
Congou.....	359,894	359,894			
India.....	1,022,533	1,022,533			
Ceylon.....	3,851,642	3,851,642	260		260
Java.....	1,197,327	1,197,327			
Ceylon Green.....	163,624	163,624			
Ping Suey Green.....	42,857	42,857			
Country Green.....	42,184	42,184			
Japan.....	16,250	16,250			
Japan Dust.....	25,040	25,040			
Scented Canton.....	6,400	6,400			
Canton Oolong.....	8,016	2,806	120		120
Total.....	7,036,637	7,036,237	380		380

#### NEW YORK

Formosa Oolong.....	256,836	256,836			
Fouchow Oolong.....	61,622	61,622			
Congou.....	4,741,002	4,729,837	11,165		11,165
India.....	12,271,029	12,246,201	24,828		24,828
Ceylon.....	13,941,516	13,941,516			
Java.....	9,387,230	9,319,143	68,087		68,087
Ping Suey Green.....	1,489,539	1,483,165	6,374	5,014	1,360
Country Green.....	1,637,929	1,648,456	11,473		
Japan.....	93,772	80,092	13,680		13,680
Japan Dust.....	14,800	2,400	12,400		12,400
Scented Or. Pekoe.....	2,250	2,250			
Scented Canton.....	142,605	142,605			
Canton Oolong.....	183,115	182,335	800		800
Flowery Pekoe.....	649		649		649
Total.....	43,643,014	43,494,458	140,456	16,487	132,969

#### PUGET SOUND

Formosa Oolong.....	12,045,056	12,020,456	24,600		24,600
Fouchow Oolong.....	244,128	236,985	7,143		7,143
Congou.....	2,026,587	2,026,587			
India.....	1,506,256	1,506,256			
Ceylon.....	1,363,327	1,363,327			
Java.....	32,087	32,087			
Ceylon Green.....	11,345	14,345			
Ping Suey Green.....	3,189,488	3,189,488			
Country Green.....	424,085	424,085			
Japan.....	22,309,356	21,350,615	958,741		958,741
Japan Dust.....	2,395,377	1,905,447	489,930		489,930
Scented Orange Pekoe.....	9,108	9,108			
Scented Canton.....	25,580	25,580			
Canton Oolong.....	2,164	1,958	206		206
Total.....	45,586,944	44,106,224	1,480,620		1,480,620

#### ST. PAUL

Formosa Oolong.....	51,797	51,797			
Congou.....	212,390	212,385	5		5
India.....	26,208	26,208			
Ceylon.....	187,424	187,424			
Ceylon Green.....	108	108			
Ping Suey Green.....	504,273	501,980	2,298	2,295	3
Country Green.....	24,301	24,298	3		3
Japan.....	364,611	364,611			
Japan Dust.....	74,403	74,400	3		3
Scented Orange Pekoe.....	100	100			
Scented Canton.....	4,505	4,505			
Canton Oolong.....	863	863			
Total.....	1,450,988	1,448,679	2,309	2,295	14

**GEO. W. CASWELL CO.**

Importer and Distributer

of

**TEA AND COFFEE**

**442-452 Second Street**

**San Francisco, Cal.**

Report by districts of the various kinds and quantities passed and rejected, and why rejected, during the fiscal year ended June 30, 1918.—(Continued).

CHICAGO					
Formosa Oolong.....	419,351	419,351			
Foodhow Oolong.....	44,157	40,004	4,153		4,153
Congou.....	1,123,353	1,123,593	5,760		5,760
India.....	151,058	151,058			
Ceylon.....	1,359,857	1,359,857			
Java.....	1,108,130	1,108,130			
Ping Sney Green.....	1,812,143	1,812,143			
Country Green.....	454,563	454,563			
Japan.....	1,100,790	1,038,470	62,320		62,320
Japan Dust.....	594,840	129,920	464,920		464,920
Capers.....	876	876			
Canton Oolong.....	45,562	45,562			
Total.....	8,220,680	7,683,527	537,153		537,153

HONOLULU					
Formosa Oolong.....	210	240			
Ceylon.....	22,536	22,536			
Ceylon Green.....	144	144			
Ping Sney Green.....	1,377	657	720		720
Japan.....	168,980	168,760	220		220
Japan Dust.....	11,308	14,398			
Scented Canton.....	78,663	78,663			
Canton Oolong.....	3,912	3,872	70		70
Total.....	290,280	289,270	1,010		1,010

SAN FRANCISCO					
Formosa Oolong.....	4,878,509	4,878,509			
Foodhow Oolong.....	400	460			
Congou.....	1,969,769	1,915,109	24,600		24,600
India.....	2,520,928	2,392,349	128,579		128,579
Ceylon.....	5,992,757	5,992,747	10		10
Java.....	16,353,828	16,349,211	4,617		4,617
Ping Sney Green.....	1,342,081	1,342,081			
Country Green.....	1,743,882	1,741,682	2,200		2,200
Japan.....	7,164,892	7,164,792	100		100
Japan Dust.....	21,300	21,070	230		230
Scented Orange Pekoe.....	8,191	8,191			
Scented Canton.....	167,719	167,799	1,850		1,850
Canton Oolong.....	88,505	67,532	21,063		21,063
Total.....	42,154,941	42,271,592	183,349	2,200	181,149

## RECAPITULATION

FOR THE FISCAL YEAR ENDING JUNE 30, 1918

VARIETY.	POUNDS EXAMINED.	PERCENT OF TOTAL EXAMINED.	POUNDS PASSED.	POUNDS REJECTED.	PERCENT REJECTED.	POUNDS REJECTED FOR IMPURITY.	POUNDS REJECTED FOR QUALITY.
Formosa Oolong.....	17,957,489	12.75	17,932,889	24,600	0.14		24,600
Foodhow Oolong.....	330,867	0.24	339,071	11,296	3.2		11,296
Congou.....	10,438,908	7.02	10,397,575	41,530	0.4		41,530
India.....	17,498,012	11.77	17,344,605	153,407	0.87		153,407
Ceylon.....	26,719,319	17.97	26,719,019	270	0.001		270
Java.....	28,278,502	19.02	28,205,808	72,704	0.27		72,704
Ceylon Green.....	178,221	0.12	178,221				
Ping Sney Green.....	8,381,763	5.37	8,372,371	9,392	0.11	7,309	2,083
Country Green.....	3,746,944	2.52	3,733,268	13,676	0.36	13,673	3
Japan.....	31,218,051	21.00	30,183,290	1,035,061	3.3		1,035,061
Japan Dust.....	3,140,158	2.11	2,172,675	967,483	30.8		967,483
Capers.....	876	0.0006	876				
Scented Orange Pekoe.....	19,649	0.013	19,649				
Scented Canton.....	427,502	0.29	425,552	1,950	0.45		1,950
Canton Oolong.....	327,277	0.22	306,018	22,259	6.8		22,259
Flowery Pekoe.....	649	0.0004	649				649
Total.....	148,684,384		146,330,107	2,354,277		20,982	2,333,295

By Districts, Total Examined, Passed, Rejected, and Why Rejected

Boston.....	7,030,637	4.73	7,036,257	380	0.0054		380
Chicago.....	8,220,680	5.53	7,683,527	537,153	6.5		537,153
Honolulu.....	290,280	0.20	289,270	1,010	0.35		1,010
New York.....	43,643,014	29.35	43,404,458	149,456	0.34	16,487	132,969
Puget Sound.....	45,566,944	30.66	44,106,324	1,460,620	3.2		1,460,620
St. Paul.....	1,450,988	0.98	1,448,679	2,309	0.16	2,225	14
San Francisco.....	42,434,941	28.55	40,271,592	183,349	0.43	2,200	181,149
Total.....	148,684,384		146,330,107	2,354,277		20,982	2,333,295

# TRANSMARINA TEAS

## JAVA TEA

At present prices Javas show the best intrinsic value of any teas on our market.

It is not reasonable to expect the low basis of today to continue very long. The prudent buyer can make no mistake in securing good selections—NOW—while he may.

The feeling that changes in world conditions may soon open other markets to Java is already being reflected in the increasing strength of the primary market. Almost the entire local demands of the country for black fermented teas are being concentrated on Javas, and spot stocks are being rapidly absorbed.

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(Trading Co. "Transmarina")

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## \*RECAPITULATION—(Continued)

## MONTHLY EXAMINATION OF ALL TEAS DURING LAST FISCAL YEAR ENDING JUNE 30, 1918

	POUNDS	PERCENT.		POUNDS.	PERCENT.
July, 1917.....	7,962,555	5.35	January, 1918.....	13,567,716	9.13
August, 1917.....	14,233,087	9.57	February, 1918.....	11,203,177	7.33
September, 1917.....	15,270,752	10.27	March, 1918.....	9,551,236	6.42
October, 1917.....	18,831,530	12.73	April, 1918.....	7,254,888	4.87
November, 1917.....	16,551,984	11.13	May, 1918.....	6,991,112	4.70
December, 1917.....	21,941,569	14.76	June, 1918.....	5,224,048	3.51

## COMPARISON OF LAST SIX FISCAL YEARS

	POUNDS EXAMINED.	POUNDS REJECTED.	PERCENT REJECTED.
1913.....	95,339,967	1,461,787	1.53
1914.....	92,180,469	841,295	0.9
1915.....	95,306,854	948,475	0.9
1916.....	109,536,526	1,768,573	1.64
1917.....	105,981,158	954,425	0.9
1918.....	118,684,384	2,354,277	1.98

REMARKS: This report indicates the rejections made by the Tea Examiners, and not the final rejections made by the U. S. Board of Tea Appeals. The statistics relative to India and Ceylon teas are only approximately correct, due to the fact that so many teas are entered as blends of Ceylon and India, but, of course, the total of the two represents correctly the amount of Ceylon and India examined, etc.

manufacture of brick tea for Russian trade sought entry into the United States that the Board of Tea Experts at their last meeting recommended that any dust, siftings or fannings that were equal to their respective leaf standard in purity, quality and fitness for consumption be admitted. This regulation was approved by the Department and was put into effect May 1 last.

It will be observed by analysis of the accompanying statistical tables that for the fiscal year ending June 30, 1918, 1.58 per cent of the tea importations were rejected, and mostly on account of "inferior quality." During the fiscal year 1917 the total rejections were 0.9 per cent. The increased rejections for this year were due to the very heavy rejection of Japan tea (3 per cent), mostly for an excess of "floaters" (woody stems which remain floating after the leaf is thoroughly infused), and for Japan dust (30 per cent). The reason the Japan teas contained so high a per cent of "floaters" was probably due to the very low freight rate of \$18 per ship ton on Japanese subsidized ships. With this low rate from Japan when the rates from other countries were very much higher, the Japan teas enjoyed an advantage so great that the exporters availed themselves of the opportunity to ship as much tea as possible regardless of quality. However, the Japanese Government and the Japan Central Tea Association, with the same promptness that characterized their action when we put a ban on artificially colored teas, have already taken steps to prevent the exportation of teas containing "floaters" in excess of those in the United States Government Standards.

The large rejections for Japanese "dust" was due to the fact that caffeine manufacturers and

others that import dust, fannings and sweepings for manufacturing purposes brought much of this kind of tea in on consumption entries, hoping that it might pass the standard and be admitted free of duty. Upon being rejected these teas were re-entered for manufacturing purposes and the importers paid the duty. This was also true of other kinds of dust, particularly India and Java.

The total amount of tea imported in the fiscal year 1918 was 118,684,384 pounds, against 105,981,158 pounds for the fiscal year 1917. In the past fiscal year 3,936,007 pounds of tea were exported, against 625,315 pounds for the preceding one. (The figures relating to exports are taken from the reports of the Department of Commerce.) Deducting the amount of tea exported each year and the amount of dust that was rejected that afterwards came in for manufacturing purposes, it appears that during this fiscal year approximately 38,500,000 pounds, or 36 per cent, more tea was imported for consumption than was imported during the last fiscal year. While it is doubtless true that some of this tea is being held by the tea trade in anticipation of a possible restriction on tea importations, some of it can be accounted for by larger army and navy purchases. The writer is of the opinion that there has been a considerable increase in the consumption of tea in the United States.

A comparison of the tables on page 458 discloses much that is of interest to the tea trade.

The apparently large percentage of rejections recorded in the Chicago and Puget Sound districts are due to the fact that both of these districts examined a large proportion of Japan tea and Japan dust, both of which were imported in large quantities and had large rejections, as above

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EVERY VARIETY OF CONTAINER FOR  
PARTICULAR BUYERS**

**IN CONSTANT AND CLOSE TOUCH WITH ALL  
BUYING AND SELLING MARKETS**

*Comparison of Tea Examinations for Fiscal Year Ending June 30, 1917, With Those for Fiscal Year Ending June 30, 1918*

**KINDS OF TEA EXAMINED**

KIND.	POUNDS, 1917.	PERCENT.	POUNDS, 1918.	PERCENT.
Green.....	45,333,340	42.77	46,665,737	31.89
Oolong.....	21,317,813	20.11	19,062,835	12.84
Black.....	39,330,005	37.11	82,956,012	55.79
Total.....	105,981,158		148,684,584	

**COUNTRIES**

	POUNDS, 1917.	PERCENT.	POUNDS, 1918.	PERCENT.
Ceylon and India.....	28,632,215	27.02	44,395,552	29.86
China.....	20,375,569	19.23	23,693,932	15.94
Japan including Formosa.....	54,833,093	51.74	52,316,268	35.19
Dutch East Indies (Java and Sumatra).....	2,140,281	2.02	28,278,602	19.02
Total.....	105,981,158		148,684,584	

**VARIETIES OF TEA EXAMINED**

VARIETY	POUNDS 1917.	PERCENT.	POUNDS, 1918.	PERCENT
Formosa Oolong.....	19,373,755	18.28	17,957,489	12.75
Poochow Oolong.....	1,092,252	1.03	350,267	0.24
Congou.....	8,676,484	8.19	10,438,905	7.02
India and Ceylon.....	28,482,564	26.88	44,217,231	29.74
Java and Sumatra.....	2,140,281	2.02	28,278,602	19.02
Ceylon Green.....	140,651	0.14	178,221	0.12
Ping Suey Green.....	8,292,796	7.73	8,381,793	5.37
Country Green.....	1,337,555	1.45	3,746,944	2.52
Japan.....	31,754,960	29.96	31,218,651	21.00
Japan Dust.....	3,098,378	3.49	3,140,158	2.11
Capers.....	1,449	0.0012	876	0.0005
Scented Orange Pekoe.....	26,227	0.021	19,649	0.013
Scented Canton.....	497,484	0.47	427,602	0.29
Canton Oolong.....	348,322	0.33	327,277	0.22
Flowery Pekoe.....			649	0.0004
Total.....	105,981,158		148,684,584	

**EXAMINATIONS BY DISTRICTS**

	POUNDS, 1917.	PERCENT.	POUNDS, 1918.	PERCENT.
Boston.....	8,137,029	7.67	7,036,637	4.73
Chicago.....	16,162,102	15.25	8,220,680	5.53
Honolulu.....	378,170	0.36	290,280	0.20
New York.....	31,837,763	30.04	43,643,914	29.35
Puget Sound.....	32,107,891	30.30	45,580,944	30.66
St. Paul.....	4,102,728	4.25	1,450,988	0.98
San Francisco.....	12,853,475	12.13	42,454,941	28.55
Total.....	105,981,158		148,684,584	

explained. While there has been an increase in the amounts of both green and black teas imported over last year, and that the Oolongs have fallen off, only the black teas show an actual percentage increase, and a very large one at that. That the nation is gradually shifting from the consumption of green tea to that of black is quite evident from the above tables and also from a comparison of my previous annual reports.

While it is true that Java has furnished much of the increase in black teas this year, due to the low price of Java teas on this market because of the embargoes of Great Britain and Australia on all teas except those produced in the British Colonies, it is interesting to note that we imported more than 2,000,000 pounds of black tea from

China and more than 15,500,000 pounds from Ceylon and India over last year.

The marked decrease in the examinations made at St. Paul during the last fiscal year may be explained by the fear felt in some branches of the trade that Congress contemplated placing a duty upon tea. St. Paul being an inland port, the importers did not care to run the risk of having the duty placed on their tea while it was en route in bonded cars. The fear of a duty also explains the increase in the examinations made at the ports of first arrival, particularly San Francisco and Puget Sound.

**APPEALS FROM EXAMINERS' FINDINGS**

During the year there were 153 cases of re-

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WRITE TO OUR BATAVIA HOUSE AND ASK TO BE PLACED ON  
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jection at all ports; of this number, 94, or 61 per cent, were appealed by the importers to the Board of Tea Appeals, and in 59 cases, or 39 per cent, no appeals were taken from the findings of the tea examiners.

During the last fiscal year, out of 87 cases acted upon by the Board of Appeals, in 63 cases, or 72 per cent, the findings of the tea examiners were sustained, and in 6 cases, or 7 per cent, the examiners were partly sustained, and in 18 cases, or 21 per cent, the findings were reversed. The 87 cases represented 23,456 packages, of which 4029, or 17 per cent, were finally admitted, and 19,427 packages, or 83 per cent, were finally rejected.

#### CONCLUSION

The writer has no recommendations to offer for amendments or material change in the tea regulations. It is believed that the service as now conducted under these regulations is efficient and assures the consumer the protection contemplated by the law.

Respectfully submitted,

(Signed) GEORGE F. MITCHELL,  
Supervising Tea Examiner.

#### MISCELLANEOUS TRADE NEWS

A department covering the activities and developments of the manufacturing tea, coffee, spice and fine grocery interests and the supply trades.

#### COFFEE FIRMS ACCUSED

##### Federal Trade Commission Enters Complaint Against Seattle Grocers' Association and Five Wholesalers

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Oct. 24, 1918.

**D**ECLARING that it has reason to believe that officers and members of the Washington Retail Grocers' and Merchants' Association, Seattle, are "wrongfully and unlawfully engaged in a combination or conspiracy among themselves" to suppress free competition in the sale of coffee, the Federal Trade Commission, "in the interest of the public," to-day issued formal complaint against the organization.

At the same time complaints were served on five Seattle wholesalers, alleging efforts to suppress free competition by forcing retailers to maintain standard resale prices, and refusing to sell to dealers who insist upon reselling at their

own prices. The firms are: The Seattle Grocery Company; Closset & Devers, Inc.; The National Grocery Company; The Rogers Company, and Schwabacher Bros. & Co., Inc.

The complaint against the association, which embraces a majority of wholesale and retail coffee dealers in the State, alleges that for more than two years past it has "induced, coerced and compelled" wholesale coffee dealers throughout Washington to adopt and maintain a system of fixing certain specified standard prices at which their coffees shall be resold by dealers. The conspiracy, the Commission alleges, "was calculated and designed to, and did, exclude wholesale dealers from free, open and untrammelled competition in interstate commerce in the sale of their coffee within Washington."

Among the "means and methods" employed the Commission alleges the following: Refusing to sell coffee to dealers who refuse to resell at the specified standard resale prices fixed by the association; publication of articles in the association's organ urging retailers to boycott wholesalers from other States who refused to maintain the specified standard resale prices enforced by the Washington association, and boycotting coffee dealers engaged in interstate commerce who are not members of the association and who refuse to maintain the specified standard resale prices.

The association and five wholesale firms named were cited to appear before the Commission, in Washington, December 5. L. M. L.

#### CHINESE FIRM OPENS U. S. OFFICE

James Y. Tong, who investigated tea conditions in the United States about a year ago, recently returned to New York from China, and has opened an office at 104 Front street as representative of the Chinese Tea Company, Ltd.

The Chinese Tea Company plans to improve the quality of the tea they will send to this country, with a view of building up a direct trade. It has been rumored that this concern is preparing to sell direct to consumers, but this Mr. Tong denies. However, the company is now conducting a mail-order tea business in France and England from its Shanghai office, which is understood to have been brought about by the official control of tea in those countries.

#### DUTCH EAST INDIES TEA EXPORTS

Java and Madura exported during the first three months of this year 5,302 metric tons of tea, 4,439 tons of which came to the United States.

## **JAVA TEAS OF DIRECT IMPORT**

**ROWLEY DAVIES & CO., LTD.**

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OR FENCHURCH HOUSE,  
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**Java-Holland-America Trading Company**  
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## **JAVA and SUMATRA COFFEES**

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## MAINLY ABOUT PEOPLE

### News About Men in the Trade at Work and at Play

CLARENCE A. FAIRCHILD, of C. A. Fairchild & Co., 119 Front street, New York, was elected vice-president of the New York Coffee and Sugar Exchange, on October 29, to fill the vacancy created by the election of Stephen A. Door to the presidency. Mr. Fairchild bought the Exchange seat of H. E. Fensky on October 25 for \$3,200.

JOHN E. KING, of the King Coffee Company, Indianapolis, was in New York during the month, ostensibly on a coffee-buying trip.

CHARLES L. MEEHAN, of the coffee firm of P. C. Meehan & Co., New York, is now a member of the New York Coffee and Sugar Exchange. Mr. Meehan is one of the most popular coffee men in Front street.

JOHN N. CREED, in charge of Carter, Macy & Co.'s package department in New York, returned late in October from a six months' trip among tea buyers in South America.

M. H. GASSER, of the Gasser Coffee Company, Toledo, Ohio, was seen in Front street, New York, during October.

C. H. PICKENS, of Paxton & Gallagher Company, Omaha, visited his business friends in the New York coffee district during the month.

A. E. DIGMAN, of Closset & Devers, Portland, Ore., came East about the middle of October to look over the coffee and machinery markets on the Atlantic Coast. He visited the trade in New York and Philadelphia.

## OBITUARY

### GEORGE CONRAD CHOLWELL

George Conrad Cholwell, head of the tea brokerage firm of George C. Cholwell & Co., New York, died October 9 at South Norwalk, Conn., at the age of 69 years. Mr. Cholwell was one of the oldest tea men in active business in this country, and was well known among factors in the Far East. Born December 1, 1849, he started

his tea career with Stanton, Sheldon & Co., New York, in 1868. In 1876 he started his own business. In the following year he organized the firm of Hamilton & Cholwell, which in May, 1898, was reorganized as Cholwell, Hamilton & Co., consisting of Mr. Cholwell, John F. Hamilton and E. A. Nathan. This firm was succeeded later by the present partnership of George C. Cholwell & Co., which was composed of Mr. Cholwell and Mr. Nathan.

Mr. Cholwell was a director of the Tea Association of the United States of America, of the Lower Wall Street Business Men's Association and other trade organizations.

### WILSON SAMUEL RICE

Wilson Samuel Rice, president of E. B. Millar & Co., Chicago, importers of teas, coffees and spices, died at his home, 5121 Kirkwood avenue, Chicago, on September 28.



WILSON S. RICE

Mr. Rice was widely known in the national tea and coffee trades, having been connected with E. B. Millar & Co. continuously since he was 18 years of age. He was born at Becket, Mass., in 1864, moving to Illinois when a youth.

He rose through the various house positions of Millar & Co. until he became president in

1913. It was in that year also that he was chosen one of the directors of the National Coffee Roasters' Association, in which organization he continued to play an important part up to the time of his death.

Mr. Rice is survived by his widow and a son, Joseph W. Rice.

### MILTON W. ORME

Milton W. Orme, salesman for Arnold Dorr & Co., New York, coffee importing house, died October 10 at the age of 52 years. Mr. Orme was well known in the green coffee business, along the Atlantic coast particularly, through his former connection as partner with the old coffee

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pound packages.

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Iron strapped.

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importing firm of Sutton & Vansant, of New York, and later with the Lowry Coffee Company, Philadelphia.

#### WILBUR E. COOK

Wilbur E. Cook, manager of the import department of the Vulcan Trading Corporation and the Vulcan Steel Products Company, Inc., New York, died October 7 at his Staten Island home. He was 37 years old. Mr. Cook was at one time manager of a coffee plantation in Mexico, later in the coffee department of W. R. Grace & Co., New York, and prior to his connection with the Vulcan Trading Corporation was manager of the import department of Gaston, Williams & Wigmore.

#### ALEXANDER CAMPBELL

Alexander Campbell, senior member of Alexander Campbell & Co., China tea exporters, Shanghai, died October 18 at St. Brannocks, Eastbourne, England.

### PURE FOOD LAW VIOLATIONS

#### Notices of Judgments Under the Food and Drugs Act Issued Recently by the Department of Agriculture

THE United States Department of Agriculture, Bureau of Chemistry, recently issued the following notices of judgment under the Food and Drugs Act:

##### VANILLA EXTRACT

Vanilla extract labeled "Prime Vanilla Extract, made from the extractive matter of prime vanilla beans and sweetened with cane sugar, aged in wood, made by the Hudson Mfg. Co., U. S. A." Adulterated with imitation vanilla extract and misbranded, in that the label represented that the article was genuine vanilla extract. Shipped by the Hudson Manufacturing Company, Chicago, about June 21, 1912. Plea of guilty; fine, \$50 and costs.

##### COMPOUND VANILLA

Compound vanilla labeled in part, "Compound Vanilla. \* \* \*". Adulterated with vanillin and coumarin and misbranded, in that the label was false. Shipped by John N. Hickok & Son, New York, on September 12, 1914. Plea of guilty; fine, \$25.

##### OLIVE OIL

Olive oil labeled in part, "Specialty Lucca Olive Oil, Extra 1 Callisto Francesconi Lucca, Italy. \* \* \* Adulterated with at least 25 per cent cottonseed oil and misbranded, in that the statement "Olive Oil" was false. Shipped by J. Marcus, Newark, N. J., on or about November 17, 1915. Decree of condemnation and forfeiture; released on \$900 bond.

##### PEPPER

Pepper labeled in part "Strictly Pure Black Pepper. \* \* \* Adulterated with pepper shells and misbranded, in that the label was false. Shipped by C. F. Blanke Tea & Coffee Company, St. Louis, October 15, 1914. Plea of guilty; fine, \$60 on three counts.

##### COFFEE ESSENCE

Misbranding of "Floto's Essence Coffee," shipped by George Floto's Sons, Brooklyn, N. Y. Product found to be a mixture of roasted cereal and sugar or molasses, and labeled so as to mislead purchasers into the belief that it was essence of coffee, when in truth it was not. Plea of guilty; fine, \$10.

##### "CHICORINE"

Misbranding and adulteration of "Chicorine," shipped by the Floto Chicorine Company, New York, N. Y. Misbranded because label indicated that product contained chicory, when in truth it did not, but consisted largely of charred cereals. Plea of guilty; fine, \$25.

##### COFFEE

Adulteration of coffee, shipped by Abe Azen, Indianapolis, Ind. Coffee chaff had been substituted in part for coffee. Plea of guilty; fine, \$25 and costs.

Coffee shipped by the Kellum Coffee & Manufacturing Company, Kansas City, Mo., found to be adulterated with chicory and misbranded. Plea of guilty; fine, \$20 and costs.

##### PEPPER

Pepper shipped by Hudson & Gram Company, Portland, Ore., and labeled in part "H. & G. Brand Pepper," found to be adulterated with sand and added pepper shells and misbranded. Plea of guilty; fine, \$20.

Pepper shipped by the Newton Tea & Spice Company, Cincinnati, Ohio, found to be adulterated with pepper shells and misbranded. Plea of guilty; fine, \$60. Another shipment of pepper by this company was found similarly adulterated and condemned and sold at public auction.

Black pepper labeled in part "Banquet Brand Ground Black Pepper. McCormick & Co., Baltimore, Md.," found to be adulterated with pepper

Thos. P. Monahan  
formerly of F. W. Markham & Co.

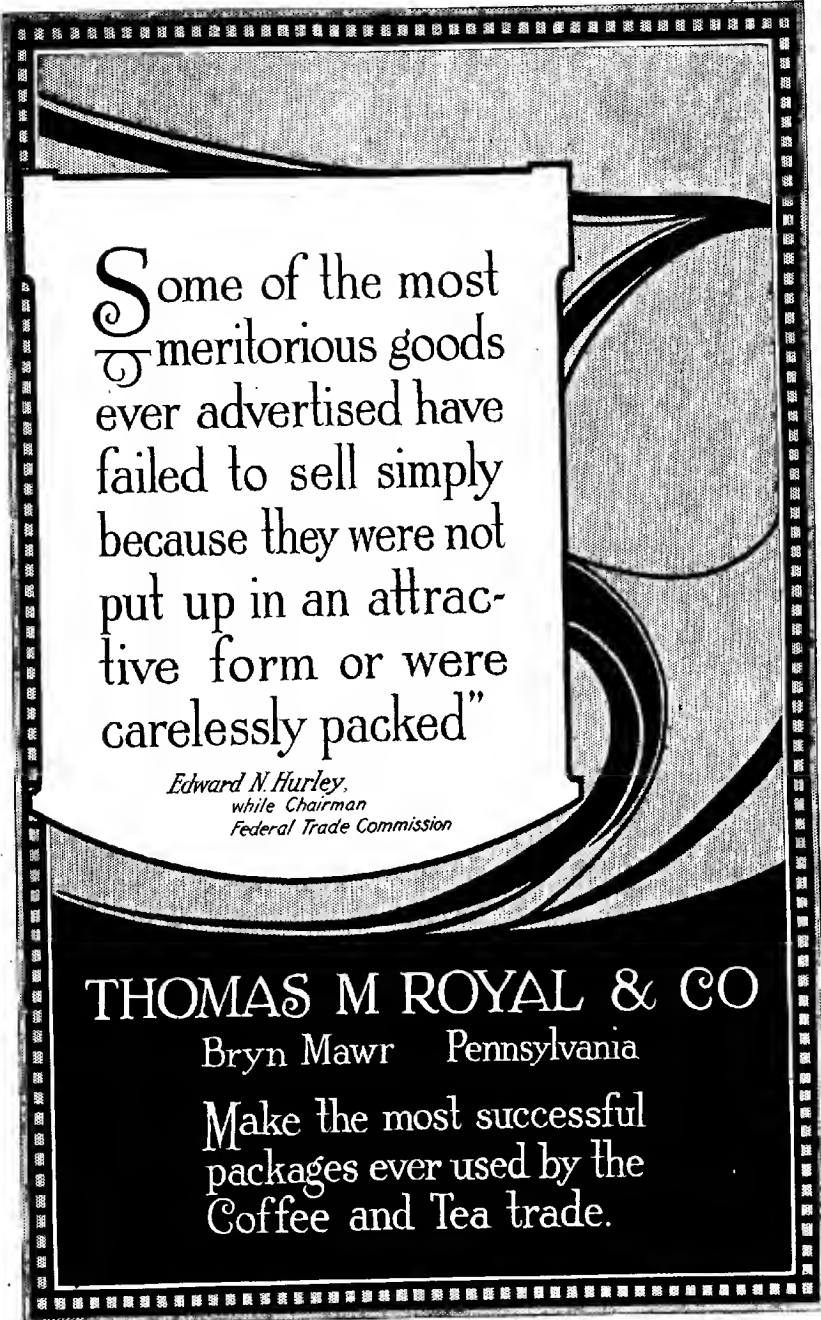
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### MONAHAN BROKERAGE COMPANY

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IF YOU WANT "SERVICE", Don't fail to command us.



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meritorious goods  
ever advertised have  
failed to sell simply  
because they were not  
put up in an attrac-  
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carelessly packed"

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while Chairman  
Federal Trade Commission*

THOMAS M ROYAL & CO

Bryn Mawr Pennsylvania

Make the most successful  
packages ever used by the  
Coffee and Tea trade.

shells and misbranded. Condemned and destroyed.

#### OIL OF LEMON

Oil of lemon labeled in part "Magnus & Lauer \* \* \* Oil Lemon \* \* \* 139-141 Fremont Street, San Francisco. \* \* \*" Found to be adulterated, in that washed lemon oil and other essential oils had been substituted in part for lemon oil and misbranded. Plea of guilty; fine, \$25.

#### TERPENELESS EXTRACT OF LEMON

A product labeled in part "Terpeneless Extract of Lemon. \* \* \* Gray-McLean & Percy, 113-115 Fourth Street, North, Portland, Oregon," found to be misbranded and adulterated with an artificially colored and diluted hydroalcoholic solution of citral. Plea of guilty; fine, \$100.

#### VANILLA EXTRACT

Vanilla extract labeled in part "Pure Extract Vanilla Bean, manufactured by Dr. N. H. Shearer & Co., York, Penna.," found to be adulterated with alcohol, water, sugar, coloring matter and not containing any appreciable amount of extract of vanilla bean. Plea of *non vult*; fine, \$5.

#### TEA

Tea shipped by the Consolidated Tea Company, New York, N. Y., and labeled in part "White Lily Ceylon Tea," found to be adulterated, in that it contained a combination of either Ceylon or India teas, possibly both, together with approximately one-third of Congou tea and misbranded. Plea of guilty; fine, \$25.

#### COCOA

Cocoa shipped by the Meyer & Carmody Import Company, Hoboken, N. J., and labeled in part "Jersey Pride Brand Cocoa," found to be adulterated with cocoa shells and misbranded. Condemned and destroyed.

Cocoa shipped by T. M. Duche & Sons, New York, N. Y., found to be adulterated by at least 14 per cent added cocoa shells. Condemned and destroyed.

#### GELATIN

Gelatin shipped by Armour & Co., Chicago, found to be adulterated with copper and zinc. Released to claimant on payment of costs of proceedings and execution of a \$500 bond.

#### ALIMENTARY PASTE

An alimentary paste shipped by the Seattle Macaroni Manufacturing Company, Seattle, Wash., and labeled "Venetia Brand Supreme Quality Italian Style Lasagnette," found to be artificially colored to conceal its inferiority and misbranded. Plea of guilty; fine, \$50.

## MARKETS OF THE WORLD

Latest News Letters from Staff and  
Special Correspondents in Foreign  
and Domestic Trade Centers

### INDIA'S FOREIGN TEA IMPORTS

Planters Want Protection Against Java and  
Ceylon Competition in India, and Pro-  
test to Their Government

[SPECIAL CORRESPONDENCE]

COLOMBO, CEYLON, Aug. 10, 1918.

THERE is much bitterness in India over the handicap to the industry by the considerable imports of foreign tea. The feeling has been given vent to by the Central Travancore P. A. (Planters' Association) held last month. Only a portion of the tea produced in India is exported under the control scheme, and the balance has to find a market locally. The Indian Tea Association imposed a special cess to be expended in popularizing Indian tea and finding markets for it. The war has practically stopped its Cess Committee operations in America, Canada and elsewhere. The only country the committee is working in is India.

The commonwealth government came to the relief of the Indian tea industry by prohibiting the import of Java teas in order to find a market in Australia for British-grown teas from India. It would have been thought that the Government of India would have been only too ready to do the same themselves. But the trade returns continue to show large imports of tea into India. Much is Ceylon tea; but much is from Java. In the case of Ceylon the objection is due to the fact that imports of Indian tea into Ceylon are taxed, while the Government of India refuse to impose a similar tax on Ceylon tea imported into India.

With regard to Java the objection is to a foreign-grown competing with a British-grown product. The Government of India said they did

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## The TIN CANS JOIN the ARMY

The remaining Tin Cans have been drafted for overseas duty. They have gone to help lick the Hun.

Never in recent years have they been so hard to get hold of. Never have they been in such great demand. Never has their price been so high.

But Uncle Sam needs them more than do the rest of us at home. So the Government has ordered that, *wherever physically possible, all food products shall be packed in some other kind of container.*

What are you going to use in place of Tin?

Have you considered and investigated *The UNION DUPLEX BAG.*

Food-Packers have come more and more to use our Fancy Duplex Bag because of its clean-cut attractiveness, and because it so adequately fulfils the requirements of a *good food-container.*

### UNION BAG & PAPER CORPORATION

(Name of the Nearest Selling Agent upon request)  
PRINCIPAL OFFICES - WOOLWORTH BUILDING - NEW YORK CITY

not propose to take any action, as the quantity of Java tea imported was negligible. The subject is coming up at the coming annual meeting of the United P. A. (Planters' Association) of South India at Madras shortly. During 1917 no less than 7,271,092 pounds of tea, valued at £293,882, were imported into India to compete with the local product.

C. O.

## HELP FOR PORTO RICO COFFEE

National Association of Coffee Growers Wants  
a Tariff or Excise Duty Imposed on  
Foreign-Grown Product

[FROM A STAFF CORRESPONDENT]

SAN JUAN, PORTO RICO, Oct. 11, 1918.

**D**URING the past week the announcement that Porto Rico coffee had reached 14¾ heartened and cheered up the growers here, who have commenced to despair of success crowning their agitation for a tariff or excise duty on foreign product. Members of the National Association of Coffee Growers have confessed, however, that the prospect of getting Congress to put a duty on foreign-grown coffee is very small. Still the propaganda will not be abandoned as long as there is the slightest chance of gaining the end sought.

A full statement of the Porto Rico growers' case for a protective tariff was made recently by N. Mariani, of Ponce, in a letter to Resident Commissioner Córdova Dávila.

Mr. Mariani points out that since Hawaiian coffee growers find themselves in the same economic conditions as the Porto Rican, the two islands should make common cause. Next the writer calls the Resident Commissioner's attention to the fact that though living under a system of protection from which practically all other industries receive a great benefit, the coffee men receive nothing, while their product is subjected at the present time to especially severe difficulties. Since coffee growers, and all engaged in the coffee industry, are forced by our protective tariff to contribute to the wealth of those engaged in other industries, for instance, it would seem as if the former were being done grave injustice. Mr.

Mariani's third point is that Porto Rico coffee ought not to have to wait for the reopening of the enemy markets of Austria, Germany and Bulgaria to find profitable sales.

"Do you not consider it regrettable," he asks, "that while Porto Rico is ready to shed its blood, and may yet shed it in Europe, we may have to seek an enemy market to sell a Porto Rico product?"

This is not entirely a sentimental question, the writer maintains, but in the post-bellum economic arrangements it may be a practical one. Nothing would be more appropriate than to have the American market, because even though this was brought about by a preferential tariff, it would be no way different from the duty of \$2 a quintal on foreign rice which in the beginning of the American occupation forced Porto Rico to consume the Louisiana product.

Mr. Mariani believes increased pay for laborers means a greater strain on the producer, and unaided coffee will in time be unable to survive. The objection that a tariff or excise tax on foreign coffee in favor of Porto Rico would be unjust discrimination against South American countries, above all Brazil, with which we wish to cultivate good relations, is denied by Mr. Mariani on two grounds. First, he says a tax on the foreign grown product is not making discrimination but simply a just preference for a national product. In the second place, Porto Rico deserves such treatment, because the island is one of the best customers of the United States, buying 90 per cent of her imports there and shipping her exports to the same place, whereas the South and Central American countries buy all they possibly can in Europe.

HARWOOD HULL.

## HOW TEA PLANTERS ARE FARING

One of the first of the British tea companies to issue its annual report is the Leabong. Covering, as the report does, a period of such an exceptional character in the history of the industry, it is of more than customary interest. If the result of this company proves a trustworthy guide the effect of these varying influences has been less serious than had been feared in some quarters, for the profits for 1917 are returned at \$98,135.

## PUREST AND BEST BAKING POWDERS

Cream of Tartar and Pure Phosphate

Buyers Private Brands at Attractive Prices

Also High Grade Cocos under Private Brands

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TIN-TOP-AND-BOTTOM

**"THE TIN CAN'S ONLY RIVAL"**

*For Strength, Appearance and Keeping Qualities*

**SANCTIONED BY WAR INDUSTRIES BOARD**

A letter from the War Industries Board, (Fibre board and container section) dated October 7, 1918, says: "It is not the desire of this section to eliminate the use of the tin top and bottom container. We rather encourage the use of such containers, as it is our opinion from general observation that all types will be needed to meet the demand made by the substituting fibre for tin containers."

These containers have been in general use for Tea, Coffee, Spice, Cocoa and Dry Products for over 15 years. They are damp, dust and grease-proof.

Capacity, up to 5 lbs. and 10 lbs. Slip cover, Friction tops, Sifting tops, Screw caps.

**Square and Oblong Shapes; also Round**

Delivered labelled and ready packed in standard fibre or wooden shipping cases, if desired.

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New York Office  
**17 BATTERY PLACE**

against \$80,475 for the preceding twelve months, and, including \$36,500 brought forward, there is an increase of over \$30,000 in the disposable balance.

The results, however, hardly admit of a fair comparison, for in the previous report the directors forecasted a further dividend payment should the sale of tea then on hand prove remunerative. This was evidently the case, a sum of \$38,205 figuring in the revenue account as the difference between the amount at which this surplus stock stood in the balance sheet and the price it ultimately realized. The board accordingly declared the balance dividend in question, and in addition interim and final dividends of 5 per cent each, together with a bonus of 5 per cent, making in all 20 per cent, though as 5 per cent was on account of 1916 the year's distribution must be set down at 15 per cent. Including the balance dividend the return for 1916 was 20 per cent. Reserve fund against excess profits is credited with \$35,000, against \$15,000, and \$34,045 is carried forward. Costs were higher at 16.30 cents per pound, while the price for the tea sold declined by 2.22 cents to 23.78 cents. Profit being thus appreciably lower at 7.48 cents the larger earnings were evidently due to the deferred sales alluded to.

T. R.

#### CEYLON TEA EXPORTS DECLINE

The great decrease in shipments from Ceylon to the United States during the second quarter of 1918 is generally attributed to the rulings of the American War Trade Board. The total amount of Ceylon tea shipped to this country in the period stated was 3,601,610 pounds, as compared with 5,401,529 in the corresponding period of 1917. Tea waste exports also declined, from 378,910 pounds in the 1917 quarter mentioned to 105,039 pounds in the 1918 period.

#### THE BAHIA CACAO CROP

The 1918-19 Yield is Not Expected to Exceed Last Year's Production, But Planters Are Pessimistic Over Outlook

[SPECIAL CORRESPONDENCE]

BAHIA, BRAZIL, Aug. 19, 1918.

THE statistics for the crop year which ended in April show Bahia's cocoa crop for 1917-18 to have been 800,678 bags of 132 pounds each.

It is estimated that the yield for 1918-19 will not be over 800,000 bags. The crop is of good quality, but is rather backward. The trees in some sections have been attacked by a small insect which affects their production. The Government is co-operating with the planters to rid the district of this pest. If proper steps are taken it can be overcome. The receipts to date for this year have been 104,801 bags.

Probable receipts from August to December are placed at 550,000 bags. Deducting the quantity which may be allowed to be imported into the United States and the exports to South American countries and to other parts of Brazil, will leave a stock here of about 350,000 bags. It is reported that France will permit the importation of 100,000 bags, and that the Brazilian Government is arranging a steamer to transport this cocoa.

Superior cocoa, in storage here, will become weeviled about ten months after it is placed in a warehouse; regular (good) cocoa will go bad in about six months. Many planters think that if the existing situation continues, with practically no outlet for the crop, it will not pay to harvest it.

A. G. C.

#### COCOA IN COCHIN CHINA

A correspondent in Madras, India, states that experiments with cocoa seedlings are to be undertaken by a rubber company in Cochin China.

**When in the market for bulk coffees let us quote and submit samples.**

**A large assortment of quality coffees to select from.**

**B. FISCHER & CO., Inc.**  
**IMPORTERS**

Tea--Coffee--Spice--Rice

NEW YORK CITY

## Lincoln Said You Couldn't Fool All Of The People All Of The Time

Many claims are being made for the cheap types of paper containers, cartons, etc., which cannot be substantiated in practice. A carton or spiral tube surface-coated with paraffin or surface-lined with parchment will absolutely not hold and conserve aromatic products such as coffee as compared to tin cans.

Packers of packaged coffee who think otherwise are only fooling themselves and possibly (for a short time) the consuming public. In time a reaction is bound to come and the good will value attending the brand of coffee imperfectly packaged be seriously injured. Coffee quickly goes stale in such packages. Mrs. Consumer may not know the cause but she will remember the name of the brand that failed to satisfy and quickly change her allegiance to one that does.

A natural query to such coffee packers is "if the proper conservation of your product on the grocer's shelves and in the consumer's kitchen cuts so little figure why did you ever use tins?"

# NAPACAN

is the trade name of a package that is practically a duplicate of a tin can except the Napacan is made entirely of paper. It is manufactured under a scientific process involving a real principle by which its impervious qualities are built into it. For products for which it is suitable the Napacan is just as impervious as tin, in fact better in many cases; for instance the Napacan doesn't sweat.

Another achievement involving a principle is the "Hermetic Seal" closure which is especially recommended for Coffee. This closure is far superior to the tin slip covers.

In appearance the Napacan is truly the "package beautiful" and here again its beauty is "built into" it, no pasted label to get torn. Its handsome appearance can only be destroyed by destroying the package itself.

The "Best Looking Package" strongly influences Mrs. Consumer and means much on the grocer's shelves. The Napacan is a decided asset to your sales and advertising department.

### THE PRICE

is under the cost of a tin can, the package the Napacan competes with. Comparisons are not odious to the Napacan. We will gladly pack some of your coffee in Napacans for a comparative test with the same coffee packed in the cheap forms of paper containers and in tins. Then let the "cup test" prove the result.

To packers whose output is sufficiently large and who so desire we will lease machines on a royalty basis enabling you to manufacture your own Napacans. In this way you obtain a remarkable can (for coffee, baking powder, etc.) at a very low cost and your packaging problem is permanently solved.

*Napacan catalog, samples, etc., on request.*

**NATIONAL PAPER CAN COMPANY**  
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# **PUERTO CABELLO'S CACAO TRADE**

[SPECIAL CORRESPONDENCE]

PUERTO CABELLO, VENEZUELA, Sept. 12.—The export of cacao from Puerto Cabello for the first eight months of 1918 was 3,798,920 pounds, as compared with 3,497,720 pounds for the corresponding period of 1917. The decline in production has probably not been so great, however, as would appear from the exports, as considerable quantities have been shipped to La Guaira for ultimate exportation to France.

Exports from this port during 1918 have been almost entirely to the United States. Prices have been very low, reaching a minimum of about 8.7 and 7.7 cents per pound for the first and second grades, respectively. Very recently there has been a sharp recovery to 12.3 and 10.9 cents, on account of unexpected opportunities of shipping to France via Martinique, so that local prices have actually been higher than those in New York. This is due to the very small stocks existing in the country. E. A. H.

# **GUADELOUPE PLANTERS ORGANIZE**

Some of the principal agriculturists of Guadeloupe, among whom are several coffee, cocoa and vanilla interests, have organized the Syndicat Professionnel Agricole de la Guadeloupe et Dependencies, for the purpose of promoting the interests of planters and exporters, as well as allied industries in that country. Emile Isaac, Point à Pitre, Guadeloupe, is the secretary.

# **A NEW PORTUGUESE COFFEE FIRM**

In preparation for after-the-war trade the Sociedade Portuguesa Importadora and Exportadora Lda. (Portuguese Import & Export Company) has been formed, with head offices in Lisbon, to carry on a general merchandise business, specializing in teas, coffees and cocoas. The

company has already established relations with the Sociedade Importadora de Café Lda. of Lisbon, which imports Brazil coffee direct through its branches in Sao Paulo and Rio de Janeiro, the Sociedade de Conservas de Peniche Lda., packers of sardines in oil under the brand name of "Appétituses," and the Empresa Tartarica Portuguesa Lda., dealers in wine lees and argols. Alberto Rocha is secretary of the company, with offices at Rua dos Douradores, 83, Lisbon.

# **A NEW DUTCH EAST INDIAN PAPER**

"The Dutch East Indian Archipelago" is the name of a commercial monthly review published in English at Buitenzorg, Java. The first number appeared in June, 1918, and was devoted to export and import news and statistics.

# **SOME COLOMBIAN COFFEE EXPORTS**

Last year 11,807 metric tons of coffee were shipped to the United States through the Pacific port of Buenaventura, which taps the rich State of El Valle in Colombia.

# **AUSTRALIA LIMITS TEA IMPORTS**


Only 20 per cent of the foreign teas imported in 1917-1918 will be admitted to Australia in the future, according to an announcement made recently by the Commonwealth Minister of Customs.

# **COFFEE FROM HONDURAS IN 1917**

During 1917 Honduras exported 696,827 pounds of coffee to the United States. In 1916 the total was 393,364 pounds.

# **CACAO FROM NETHERLANDS INDIA**

Java and Madura exported 118 metric tons of cacao to the United States during the first quarter of the current year.



## PAPER CARTONS

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**Coffee, Tea, Spices, Dry Foods**

—PROMPT SERVICE—

WRITE FOR PRICES TODAY

**FT. WAYNE BOX CO.**

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**THE SIGN OF  
BETTER CANS**

**AMERICAN CAN COMPANY**

## CHICAGO NEWS LETTER

Activities of the Trade in the Windy City and  
Vicinity as Seen by Our Own  
Correspondent

[FROM A STAFF CORRESPONDENT]

CHICAGO, Oct. 26, 1918.

CHICAGO tea merchants have to a large extent anticipated their needs, and as a result there now is little activity in the market here, according to leading brokers, who declare that those merchants who do find it necessary to buy are buying light. They feel, it is declared, that prices cannot go much higher. A drop in Japans was followed by a quick recovery.

The Government's action in turning over all coffee shipping activities to the Sugar Equalization Board met with hearty approval here. It is believed that the Board will make allotments of coffee along the same lines as it has dealt with the sugar situation.

At a meeting of the Chicago Coffee Roasters' Association, Harold Almert, of the Fuel Administration, explained that at present there would be no discrimination against coffee roasters who did not change from coal to gas. He promised that every effort would be made to provide anthracite coal to roasters, and that orders to this effect had been issued to coal dealers.

After pointing out the steps taken in the recent investigation by the Administration as to the feasibility of using gas, Mr. Almert said: "We have estimated the total amount that has to be expended to equip for gas and the total amount of fuel conserved by such expenditure, and on that basis believe that it would be unreasonable to ask every coffee roaster to change to artificial gas." He added that it would be greatly appreciated if those who could use gas advantageously would make the change as soon as possible.

The cans are being satisfactorily replaced in

Chicago by fiber and paper cartons. In the opinion of several packers, these cartons, when sealed with wax paper, give most satisfactory results.

E. J. COSTELLO.

## FREE PORT FOR SAN FRANCISCO

The advisability of making San Francisco a free port was recently pointed out by the Chamber of Commerce of that city. Among the advantages claimed are: A free port would free incoming ships from present exactions of custom house regulations, insure prompt docking and discharge of cargoes, permit bonded cargoes to be unloaded at will, and generally make business easier for merchants, importers, exporters and shipping interests. William Kent, Congressman from California, and a member of the United States Tariff Commission, is pushing the matter in Washington.

## CHANGES IN J. C. WHITNEY COMPANY

The recent deaths of J. C. Whitney and G. A. Brecher, of the J. C. Whitney Company, the tea importing house, has brought about certain changes in the official personnel of this firm. At the annual meeting of stockholders two new directors were elected, Edward J. Hazen and W. George Powers, both of whom have been with the firm for a number of years. The other officers are C. E. Atwood, president; Fred A. Grow, vice-president and treasurer, and E. M. Bell, secretary.

The Eastern end of the business has now been divorced from the Western, Mr. Powers being in charge of the Eastern office, with headquarters at 82 Wall street, New York. The Western headquarters are at 437 West Ontario street, Chicago.

During the first quarter of 1918, Java and Madura exported 299 metric tons of coffee to the United States, 110 tons being Liberian coffee.

## U. S. BONDED AND FREE STORAGE SPACE FOR TEAS, COFFEE, RICE, GENERAL MERCHANDISE

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Two Immense Elevators. Quick Service. Reasonable Rates. Large Shipments can be sent to  
us by Lighters via the 47th Street East River Pier—Just a block from our Warehouses.  
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MINNEAPOLIS, MINN.  
NEW ORLEANS, LA.  
ST. LOUIS, MO.  
SYRACUSE, N. Y.

## NEW ORLEANS LETTER

News of the Trade in the "Logical Port" as  
Gathered by Our Own Correspondent

NEW ORLEANS, Nov. 1, 1918.

THE coffee and tea allied trades are about in the most stagnant condition ever known. There still is a reasonable supply of coffee on hand, though very much "shot up" as to grades, and no prospect at present of additional imports. Inquiry among importers and dealers shows that they are more interested in getting their employees through the influenza and keeping their organizations together than in anything else. They report greatly reduced trade. Efforts are confined largely to keeping old customers as well supplied as possible.

The coffee roasters have been able to keep on hand a fair supply of green coffee, and stated that they are able to maintain their business reasonably well, but importers and dealers are hardly trying to do much.

President Casanas and Secretary Toms, of the National Coffee Roasters' Association, are going ahead with plans for the annual convention, but have had some doubt as to whether it may not have to be postponed on account of influenza.

The visible supply of coffee in New Orleans no wis about the smallest on record, though there are some private stocks. The visible supply is about 75,000 bags. Sales have been small and deliveries so light that the stock has not been wiped out completely, as it would have been with ordinary trading.

The coffee trade is awaiting the settlement of the problem of Government control, the Brazil situation and the war conditions generally, and hoping that with a complete surrender of the Tentonic enemies there will be a boom in trading.

The effort of the coffee committee of the Board of Trade to secure additional ships for New Orleans to bring coffee from Brazil has not been abandoned, but no definite results so far have been reported. The Liberty Loan, the influenza and the necessity for use of all shipping possible for Europe have checked the movement, and the dealers here are patriotic enough to be glad to help the Government, though claiming that where coffee is imported at all it can be handled cheapest and quickest through New Orleans.

E. K. PELTON, Sr.

## THE NEW YORK MARKETS

Special Market Reviews for "The Tea and  
Coffee Trade Journal"

NEW YORK, Nov. 4, 1918.

COFFEE traders here agree that at no time within their memory has the market been in such a condition as during the past two weeks or more. They lay the cause to the several Government regulatory orders and suggestions that have come out of Washington during the month, and that more are expected. A prime cause was the Government's stopping of Coffee Exchange trading, and the later order to liquidate all outstanding contracts in futures.

This last order has served to lessen the stringency in the spot market, although it is claimed that it will have little effect on the scarcity of Santos grades, because of the coffee that will be released about 60 per cent is Rio growth. However, the situation is still in a state of flux and not subject to dependable prophecy at this time.

Milds have been in great demand as substitutes for Santos coffees, which have been practically unobtainable. In fact, almost any growth can find a ready market now. Interior buyers are expected soon to come into the market again; one well informed broker declares that they can-

**General Can Company**

Sixteenth & Canal Sts.

Chicago, Ill.

**Tin and Fibre  
Cans**

## How do your products arrive—Over There?

Manufacturers of foods and allied products are exporting today where formerly their output was utilized for domestic consumption. They are therefore, confronted with problems in wrapping and packing that are entirely new to them.

As Diamond-F Protective Papers are made to protect products from contaminating influences of various kinds, there is surely one that can settle this more or less vexing problem for you.

If you are in need of papers that are waterproof, airproof, greaseproof, and alkali-proof, get working samples at once of

## Diamond-F Protective Papers

Glassine Greaseproof Vegetable Parchment Parchmoid



**Diamond-F**

A Mark of Quality  
A Sign of Service

They may be had in sheets, rolls, and circles. All are pure cellulose and free from oils, chemicals, waxes, metals, etc.

Ask your jobber or write  
direct to us

**Diamond State Fibre Company**

Bridgeport, Pa. (Near Philadelphia)

Also makers of Diamond Fibre—  
"A Remarkable Material"



This well known product gets there looking just as fine as when it left the factory because wrapped in DIAMOND-F GLASSINE.



## "SEALRIGHT"

### High Grade Paper Cans

for the packaging of Coffee, Tea and other Dry, Liquid and Semi-Liquid Foods.

Fine appearing, durable, water-tight, odorless and tasteless.

The superior appearance and construction of "Sealright" Cans, attract immediate attention wherever shown.

Write for Samples and Prices

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FULTON, N. Y.

Meat.  
Butter, Bread.  
Cheese, Fruit.  
Package Foods.  
Fish, Macaroni.  
Vegetables and  
Food for the  
world.

**THIS** is what  
you  
pay for,  
not  
**THIS**

WHEN buying vegetable parchment or waxed papers or any other paper as a protection for foods or some other product that requires a protective wrapper—look behind the paper itself! Consider the service it renders. Think how it SAVES food for humanity. This food which, without protective wrappings would be wasted, is really what you are paying for.

Vegetable parchment and waxed sheets are "Papers that Save" in two senses of the word—they save the product they enclose—they save their own cost! In these abnormal times we can't promise to ship by return freight—but you ought to know about vegetable parchment and waxed papers for you will need them in the great economy era after the war.

Kalamazoo Vegetable Parchment Co.  
Kalamazoo, Michigan



not have more than forty days' supply and must get more in the near future.

The clearances to the United States from Brazil during October were small, being only 147,000 bags, of which 109,600 bags were Santos and 38,000 bags Victoria. The small clearances naturally decreased the visible supply of Brazil coffee for the United States, which is now reported as 1,250,832 bags, being 1,318,802 bags less than last year and 901,325 bags less than two years ago; 380,000 bags of the visible is afloat.

The tea market closed the month in the same state of lethargy which has characterized it for some time past. Prices on all lines, excepting in a few instances of Javas, were holding firm, with practically no inquiries beyond immediate requirements. Both buyers and sellers seem to be willing to await the outcome of armistice and peace negotiations before stirring up the market. About the most active line was Java tea.

Spices continue quiet, although there seems to be an air of expectancy, which is reflected in nervous movements of prices and inquiries. All stocks are low here and little is coming in.

PEPPERS—Little business has been reported, and prices are unaltered. CLOVES—A slight revival in interest has been noticed. PIMENTO—A tendency to unload has been seen in some quarters, but buyers do not seem interested. CASSIAS—The demand is largely by jobbers. Selected broken Chinas are said to be plentiful in the large centers of the country. NUTMEGS—This market has been featureless for some time. MACE—Supplies are quite low and dwindling; prices are firm. GINGERS—Stocks continue to go lower. Little price change is expected.

#### HAYTI COFFEE IMPORTERS PROTEST

New York importers of Hayti coffee have protested to the State Department because of inequalities in the distribution of tonnage for

the import of Hayti coffee. It is claimed that all the licenses for the available tonnage have been secured by two New York firms, and that this situation has resulted in higher prices and an injustice to other dealers in Hayti coffee. Two meetings of the Haytian coffee interests have been held and a committee appointed which has submitted a brief to Washington. The members of the committee are: H. Mann; of H. Mann & Co.; W. Leaman, of W. Leaman & Co.; G. Keil, of William Schall & Co.; J. L. Elson, of John Burns & Co., and O. Hutlinger, of Hutlinger & Struller, all of New York.

#### WISCONSIN COFFEE MEN ELECT

MILWAUKEE, Wis., Oct. 14, 1918.—At a meeting October 8 the Wisconsin Association of Coffee Roasters and Jobbers elected the following officers: George A. Grossman, William Grossman Company, president; J. D. Godfrey, E. R. Godfrey & Sons Company, vice-president; Otis Tindall, Tindall, Kolbe & McDowell Company, secretary, and F. A. Stevens, Roundy, Peckham & Dexter Company, treasurer.

#### NEW KIND OF CHOCOLATE FOR ARMY

A recent report from London stated that the American Red Cross is giving the Yankee soldiers chocolate bars which contain three other foods—nuts, raisins and shredded wheat. One package is said to equal in food value either two eggs, a big glass of milk, two lamb chops, two helpings of beans, two plates of clam chowder, two baked potatoes, three apples or two ordinary cups of custard. The chocolate is produced by the Reed Chocolate Company, Buffalo, N. Y., and is distributed gratis to the soldiers.

The English tea firm of Thomas J. Lipton has opened a branch in Jerusalem. Another Lipton branch has been operating in Bagdad for some time.

**DANNEMILLER**  
**COFFEE CO.**  
**BROOKLYN—N.Y. CITY**

**COFFEE—Roasted and Green**  
**To Wholesale Dealers Only**

TO SELL  
MORE TEA

USE

INDIVIDUAL  
COTTON  
TEA BAGS

They make better tea. They get and hold restaurant trade. They increase profits.

**WE MAKE AND PACK THEM**

It is our specialty.

**NATIONAL URN BAG CO.**

Manufacturers of individual cotton tea bags; coffee urn bags and mailing bags.

**174-176 East 104th St., New York**

Ask for Samples.



Comply In  
Every Way

to the

**War Industries  
Board Requisition**

*Waco*  
**FIBRE  
CONTAINERS**

For Packaging  
COFFEE, TEA,  
BAKING POWDER,  
COCOA, SPICES, Etc.

The War Industries Board—Tinplate division—has recently ruled that Coffee, Tea, Cocoa, Spices and Baking Powder are to be put up in fibre containers, and they specially recommended a square container, made of all-fibre, so as to conserve packing and shipping space as well as tin.

*Waco* Fibre Containers conform perfectly to this ruling.

They are square in form; no tin or other metal is used in their construction.

If ordered in quantities large enough we can supply them knocked down, folded flat, to be assembled at your own plant.

Let us help you solve your packaging problems. Get complete information, prices, etc.

**THE *Waco* FIBRE  
CONTAINER CORPORATION**  
160 West Front St. Monroe, Mich.



## SALIENT TRADE NOTES

W. H. Ahorn, New York coffee broker, was recently chosen to fill the unexpired term of a member of the Common Council of East Orange, N. J. He is running for a full term at the coming November election without opposition.

The E. M. Osborn Company, tea importer and jobber, New York, has opened a branch office at 180 North Dearborn street, Chicago. Charles L. Tuttle, formerly Chicago representative for Carter, Macy & Co., is in charge.

Carter, Macy & Co., Inc., New York, tendered a luncheon to the members of its selling force at the Bankers' Club, New York, on October 28.

Tom Woods, of Woods & Ehrhardt, New York, has just returned from a month's trip to Haiti.

A. Hanson, manager of M. J. Brandestein & Co.'s tea department, San Francisco, returned during the month from the Orient, where he visited the company's offices at Yokohama and Shanghai.

Guy S. Jenkins, formerly sales and advertising manager for the American Ring Company, Waterbury, Conn., has been appointed sales manager for Runkle Bros., New York, cocoa manufacturers.

Fred W. Ivey, Southern sales manager at

Atlanta, Ga., for the Temple Garden Company, recently visited the Boston office of the concern to assist in laying out plans for the firm's rapidly growing business. He states that the company has added several new salesmen and is putting up billboard advertising in about thirty States.

P. F. Eiseman, formerly salesman for Hard & Rand, has opened a coffee brokerage business at Toledo, Ohio.

James Craig, formerly with F. F. Brucker, coffee broker, Toledo, is now traveling tea representative for Carter, Macy & Co., New York.

G. F. Oldroyd, of the Bruanling Coffee Company, New York, returned during the month from a successful business trip in the Western territory.

J. E. Duff, San Francisco representative of Leon Israel & Bros., New York coffee importers, has been chosen a member of the executive committee of the new Green Coffee Association.

The Levering Coffee Company, Baltimore, has ordered two more of the largest Burns make of coffee granulators, with bins and conveyors.

B. Fischer & Co., importers of tea, coffee, rice, etc., New York, have been incorporated. Charles E. Diefenthaler becomes president. William H. Fischer retains an active interest. The incorporators are G. C. Lauer, 606 East 164th street,

## NO RESTRICTIONS ON ROUND FIBER CONTAINERS

## WAR INDUSTRIES BOARD

Washington

From H. W. Nichols,  
Pulp and Paper Section.

To Mr. J. H. Kummer,  
Chairman War Service Committee  
of the Fiber Can Industry  
Baltimore, Md.

**Subject: Round Fiber Containers:**

There has come to the attention of our department from various sources the question of discontinuing the use of round fiber cans for substitution of tin cans for food products. We have therefore wired you this morning as per the inclosed confirmation.

There has been no order issued in Washington restricting the use of round cans. This question has only been suggested by the Food Administration in order to save shipping space. We realize the demand for all classes of fiber cans, and would therefore appreciate it if you would advise your trade to the effect that it is not the desire to discontinue the use of round cans, but to rather encourage this phase of the industry.

C. R. Walker,  
Asst. to Mr. H. W. Nichols,  
Pulp and Paper Section.

**Ritchie's**ALL FIBER CANS  
TIN TOP AND BOTTOM CANS

The ideal container in place of expensive tin cans. Ritchie's Paraffined or Parchment lined cans hold the aroma, are airtight and non-absorbing. The ideal package for Coffee, Tea, Spices, Coconut and all dry foods.

Quotations and samples promptly forwarded.

**W. C. RITCHIE AND CO.,****414 So. Green St., Chicago, Ill.**

# Hobart

## Superiority

### an Established Fact

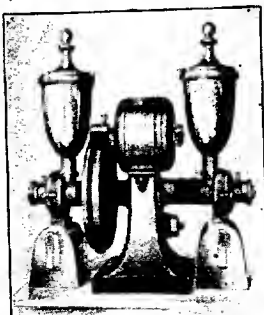
#### The Superiority of Hobart Coffee Mills Established by the Demands of War

**I**N OUR battle-ships upon the ocean—in the cantonment—in the hospital and in France the Service we have built into our machines is helping to make democracy supreme.

Hobart has always maintained its standard of quality. Its chief effort in these times is to produce the best possible machine at the lowest price—to render service to our government first—to our many customers throughout America afterwards.

*Coffee mills with capacities of from 1 to 15 lbs. per minute.*

No. 2121



The Hobart Plant has been a very busy one during the war—more Hobart machines are being shipped than ever before. To accommodate our customers' needs we have enlarged our plant—to off-set labor shortages installed more labor saving machines.

Though 20% of our factory and selling organization have joined the colors, our great production capacity still permits us to do our share of war work and build Coffee Mills for essential needs.

*Freshly and properly ground Coffee demanded by the Public NOW more than ever before.*

#### THE HOBART MANUFACTURING COMPANY

Makers of the Best Coffee Mills for More than a Quarter of a Century

53-73 Pennsylvania Ave., TROY, OHIO

Bronx; F. G. Harris, Harrington Park, N. J.;  
G. T. Bestle, 3 Fifth avenue, New York City.

The Ceylana Tea Company, New York, has ceased business.

M. J. Brandenstein & Co., San Francisco, have ordered another No. 14 Jubilee coffee roaster, which makes seven of these four-bag machines in their plant.

The White Baking & Coffee Company, Memphis, Tenn., has increased its capitalization from \$10,000 to \$20,000.

The old quarters of Amsinck & Co., 123-127 Pearl street, New York, have been leased to Siegfried Gruner & Co., Despard & Co., Mecks & Co., and the Independent Steamship Company. Amsinck & Co. have been in their new offices at the corner of Wall and Water streets for about two months.

John Hoffmann & Sons Company, wholesale grocers of Milwaukee, have installed a No. 4 Burns coffee separator.

John A. Lombard, formerly head of R. E. Cochran & Co., has opened a coffee brokerage office at 52 Davis street, San Francisco. The tea and coffee routes of the Cochran organization have been sold to the Great Western Tea Company.

Harold U. Clapp, a salesman for the Gregg Company, tea and coffee firm of Brooklyn, N. Y., died October 15.

The H. Jevne Company, Los Angeles, Cal., is developing its coffee department by adding two two-bag Jubilee roasters, a twelve-bag mixer, additional granulating machinery, etc. Jabez Burns & Sons are supplying the equipment and installing it.


Woodbury F. Stearns, for forty years with Reid, Murdoch & Co., coffee roasters and wholesale grocers, Chicago, died October 16.

Henry M. Laws, assistant district sales manager of the American Can Company at Baltimore, died October 9 at the age of 35.

The coffee roasting plant of Childs Grocery Company, consisting of four No. 1 Burns roasters, etc., has been purchased by the American Stores Company, Philadelphia, and is being reset for them by Jabez Burns & Sons. A feature of the improvements to be made will be a tile collector for chaff set on the roof of the building.

Horace Hickling, head of Horace Hickling & Co., London, one of England's largest Chinese tea importing firms, died September 16. He was also chairman of the China Tea Importers' Committee.

# The Package Wind Blows The Langston Way



**Samuel M. Langston Co.**  
MANUFACTURERS OF PAPER WORKING MACHINERY  
**Camden, N. J.**

**E. B. MÜLLER & CO.**  
 Importers, Growers and Manufacturers of  
**CHICORY AND**  
**COFFEE SUBSTITUTES**  
 OF EVERY GRADE  
 211 FRANKLIN STREET, NEW YORK

**REEVE & VAN RIPER**  
 WAREHOUSEMEN  
**COFFEE** Milling, Cleaning, Hulling,  
 Separating and Picking  
*Packers of Teas* in all styles. Lead  
 packages a specialty  
 Storage and Weighing  
 46-48-49 WATER ST., NEW YORK

**BLACK DIAMOND BRAND  
 PICKLING SPICES**

SEVENTEEN VARIETIES OF THE BEST QUALITY OF WHOLE MIXED SPICES AND SEEDS SO  
 PROPORTIONED AS TO PRODUCE A FLAVOR UNEQUALLED FOR ALL  
 PICKLING PURPOSES. BULK OR CARTONS.

ARCHIBALD & LEWIS COMPANY NEW YORK

**"Arksafe" Elastic Paper Linings**

**FOR BAGS AND BARRELS**

Absolute protection to Coffee, Rice, Sugar  
 and Spices.

Samples Upon Request

**Arkell Safety Bag Co.,**

CHICAGO  
 14 East Jackson Boulevard

NEW YORK  
 120 Broadway



**TRICOLATOR**  
**"THE"**  
**COFFEE MAKER**

The Aluminum Bowl  
 Makes Perfect Coffee  
 Thru Paper Filters  
 \$1.75

Included with the  
 2qt. FIRE KING  
 (Almost Unbreakable)  
 CHINA Urn \$3.00

A Gallon size \$7.50  
 with Fire King urn  
 and 100 filters



Send for circular and prices on Urn  
 TRICOLATORS and Filter Paper.

**THE TRICOLATOR CO.**  
 CHICAGO

*Washington's*  
**REFINED COFFEE**

has gone to

**WAR**

Is now in the trenches helping  
 to relieve the fatigue of the men  
 at the front.

Government orders are seeing  
 to it that our boys have the  
 best.

Every WAR STAMP is an in-  
 surance that more of everything  
 needed to win a victorious peace  
 will be provided by Uncle Sam.

Make your dollars do your  
 Duty.

K. Arabadjian, New York, who specializes in Armenian trade, which demands a finely powdered coffee, is installing a Challenge pulverizer.

The Terminal Dock Company, 120 Broad street, New York, has been incorporated, with \$50,000 capital, by M. G. Casseres, E. V. Culberson and S. McNamara.

The Dunn Bros. Company, Inc., wholesale grocer of Wilmington, N. C., has contracted for a No. 5 Burns two-bag coffee roaster, with cooler and stoner, and a No. 11 motor-driven grinder.

The California Wholesale Grocers' Association has removed its offices to 216 Market street, San Francisco, Cal.

The Young & Griffin Coffee Company, New York, is installing in its Brooklyn plant two four-bag Jubilee roasters and equipment.

Musher & Co., manufacturers of Pompeian peanut and olive oil, and other products under the same brand name, have bought the property at 255-57 Fifth avenue, New York, and will make their permanent headquarters there. The company recently gave up its Baltimore plant to the Government, and until the Fifth avenue building is ready will occupy space at 140 Liberty street, New York.

The Boren-Stewart Company, Dallas, Tex., which recently opened new coffee and peanut

butter departments, has ordered a second No. 6 Burns roaster to meet the demand for peanut butter.

The National Packaging Machinery Company, Boston, Mass., has reprinted the two package articles that appeared in the May and June, 1918, issues of this paper under the name of Charles P. Wellman, and is sending them to the trade.

The Great Atlantic & Pacific Tea Company is installing a No. 2 Burns peanut butter mill in its Bronx, New York, plant.

The Certipure Company, Inc., formerly in the Bush Terminal, Brooklyn, N. Y., has removed its office to room 422, 299 Broadway, New York City.

F. M. Hoyt & Co., Amesbury, Mass., are planning the installation of two No. 1 Burns roasters in their peanut butter department.

The Standard Flake Food Company, Owosso, Mich., has filed a voluntary petition in bankruptcy, with \$36,000 assets and \$32,000 liabilities. The assets include \$15,000 for fire insurance.

James Guiler, former president of Marcus Mason & Co., Framingham, Mass., recently purchased the firm's business of manufacturing coffee, cocoa, sugar and rice plantation machinery, and has formed Marcus Mason & Co., Inc., 201 Devonshire street, Boston, which will continue the manufacturing of the machinery.

## TALKS WITH THE GREEN COFFEE BUYER

### 8.—COFFEE AND PROHIBITION

With the approach of the national prohibition of the sale of intoxicating liquors, coffee men should give thought to its bearing upon the coffee business.

Students of the question are of the opinion that national prohibition must result in a decided increase in the sale of coffee—the pure stimulant. Some believe that the coffee cafe will take the place of the saloon.

The advent of prohibition presents coffee men with an unequalled opportunity to serve their country and themselves. Judging by all indications, coffee will, in the future, occupy an even more important place in the estimation of the people and in the maintenance of the national morale.

It remains for the trade to take full advantage of this favorable situation. We are here to co-operate.

## M. LEVY'S SONS

Importers and Jobbers of Green Coffee

436 Gravier Street :: New Orleans

BEST VALUES IN  
**India and Ceylon**  
**TEAS**

Importers

**A. H. SAKLAT & CO.** 87 Front St., New York  
Tel. — HANOVER — 6664

**TEMPLE GARDEN**  
BRAND



TEA  
COFFEE  
COCOA  
CHOCOLATE  
SPICES  
EXTRACTS

**THE TEMPLE GARDEN CO., BOSTON**

**The Laurel Improved**  
**Coffee Granulator**  
**and Chaff Remover**

Cheapest and best machine on the market. The machine you will want to increase your sales of clean ground coffee. Write for photo and sample of the work of machine.

Used Coffee-Roasting and Grinding Machinery. Send for list.

**The Laurel Mfg. Co.**  
627 N. 3d St., Phila., Pa.



Chas. Dittmann F. V. Allein Chas. S. Dittmann, Jr.  
Member N. Y. Coffee Exchange

**CHARLES DITTMANN CO.**  
Coffee Commission

New Orleans—501 Gravier St., P. O. Box 747  
Chicago, 326 River St., Rooms, 215-216

AGENTS FOR:

Messrs. Ed. Johnston Son & Co., London  
Messrs. E. Johnston & Co., Ltd., Santos  
Messrs. E. Johnston & Co., Ltd., Rio-de-Janeiro  
Messrs. Norton Megaw & Co., Ltd., London  
Messrs. Norton Megaw & Co., Ltd., Rio-de-Janeiro  
Messrs. Carlo Pareto & Co., Rio-de-Janeiro  
Messrs. Arbutnot, Latham & Co., Bankers, London  
Messrs. Fred'k Huth & Co., Bankers, London  
U. S. Branch of Thames & Mersey Marine Insurance Co., Ltd., of London and Manchester  
London Assurance Corporation (Fire Insurance)  
**Commercial Letters of Credit Issued**  
Our spot department makes a specialty of selecting and purchasing coffees for the interior trade.

**The "Y" and the WAR**

When an officer said to Elsie Janis at the close of an entertainment in a Y. M. C. A. Hut: "You have kept my men from thinking of tomorrow's battle; they will fight better because of tonight," he expressed the big, underlying purpose of the Y. M. C. A. work. In other words, the

**Y. M. C. A. is Helping Win the War**

The Y. M. C. A. of wartime is vastly different from the Y. M. C. A. as most people know it. Its work has assumed tremendous proportions and achieved tremendous results. It is supplying a vital need—one that is not supplied in any other way. Its work is as important as that of any other organization which the war has developed.

Consider yourself in relation to your own work. Suppose you were taken from



your job, removed to another town and put to work. Suppose at the end of each day's work you ate your supper, went to bed, got up in the morning, had your breakfast, went to work and kept this up for weeks and months—nowhere to go in your idle time; nothing to do; no friends who care about you. How long could you keep it up? How long could you do your work? That would be the soldier's life without the "Y."

Seven allied activities, all endorsed by the Government, are combined in the United War Work Campaign, with the budgets distributed as follows: Young Men's Christian Association, \$100,000,000; Y. W. C. A., \$15,000,000; National Catholic War Council (including the work of the Knights of Columbus and special war activities for women), \$30,000,000; Jewish Welfare Board, \$3,600,000; American Library Association, \$3,600,000; War Camp Community Service, \$15,000,000; Salvation Army, \$3,500,000.

Contributed through  
Division of Advertising



U. S. Gov't Committee  
on Public Information

This space contributed for the Winning of the War by  
**THE TEA AND COFFEE TRADE JOURNAL COMPANY**

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

## THE PRACTICAL RETAIL GROCER

A department devoted to the discussion of problems which vex retailers; telling how to arrange, display and sell goods; how to systematize; how to advertise, how to obtain the maximum efficiency in the grocery business.

### HOW GROCERS CAN SAVE PAPER

#### Methods by Which Retailers Can Meet the Requirements of the War Industries Board to Cut Down the Use of Paper

IN order that the Government may divert some of the chemicals used in the manufacture of paper to the production of explosives and other war-time needs, every user of paper in any form in this country is directed by the Government to discontinue unnecessary wrapping of merchandise and to reduce the consumption of paper in other channels of business.

An official order on the conservation of paper, which affects every retail store in the United States, was recently issued by the War Industries Board by direction of Chairman Bernard M. Baruch. The order is as follows:

#### NOTICE TO RETAIL MERCHANTS

Paper conservation is essential as a war measure. Every retail store is, therefore, directed to discontinue the unnecessary wrapping of merchandise, and to reduce its consumption of wrapping paper, bags, paper boxes, office stationery, etc., to that which is absolutely necessary.

The officials of the War Industries Board feel confident that the public will co-operate with their stores in making this order effective. Economy in the use of paper will release chemicals,

fuel, cars and men—all necessary to win the war—and will also enable the Government to secure its requirements of paper, which are increasing rapidly.

The necessity for this order became apparent when it was realized that the Government would soon be obliged to divert to the ammunition manufacturers a large quantity of chemical pulp formerly used in making wrapping, tissue, book and other strong papers. The increasing production of ammunition and the short cotton crop make this necessary.

The administration of this order has been placed in the hands of the Pulp and Paper Section, and Dr. E. O. Merchant, in charge of the economy programme, has prepared a set of instructions for retail merchants, and designed a placard which will be of assistance to them in complying with the Government's order.

The co-operation of the public in complying with this ruling can be counted upon if they are properly informed that it is necessary as a war measure. To secure this co-operation place placards in your store, use gummed labels on packages, etc., and incorporate slogans in your newspaper advertising.

The War Industries Board has designed a placard which each store should use. It carries the text of the order and urges co-operation of the public. It is an 11-inch by 14-inch poster, printed on 4-ply cardboard. The wording is as follows:

#### "PAPER CONSERVATION A WAR MEASURE"

##### THE WAR INDUSTRIES BOARD

directs all stores to reduce the consumption of wrapping paper, bags, paper boxes, stationery, etc., to that which is absolutely necessary.

##### DON'T WASTE PAPER

Every store should order gummed labels from a local printer to be placed on bundles, package goods, etc.

##### A SUGGESTED LABEL

##### DON'T WASTE PAPER

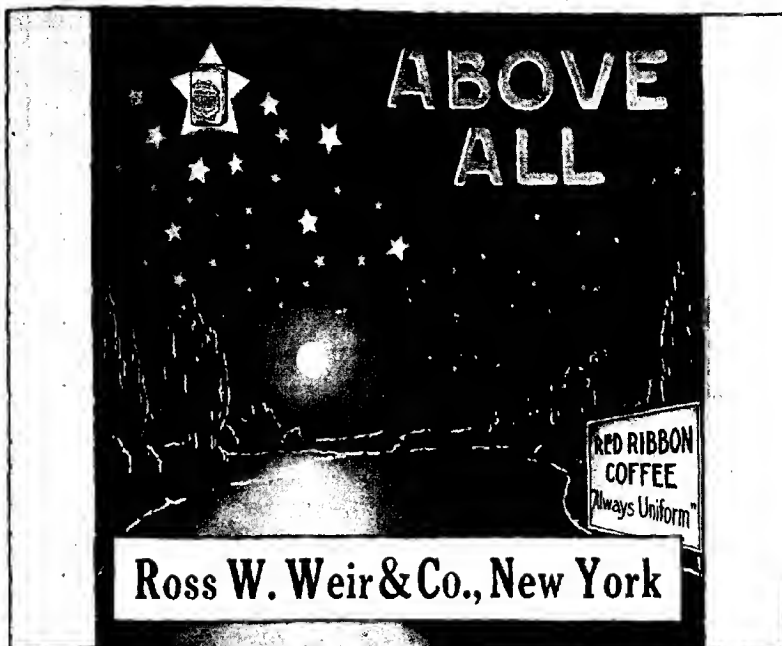
In compliance with the Government's order, we have discontinued the unnecessary wrapping of merchandise.

You are urged to co-operate.

.....  
Dealer's Imprint.

*Don't waste paper by using a larger label than necessary.*

*Send several of your labels to this office.*



## Doing More Than "Our Bit"

The new Government food regulations require that all whole wheat flours shall contain 95 per cent. of the wheat berry.

Shredded Wheat Biscuit is 100 per cent. of the whole wheat. Every particle of the wheat berry is found in Shredded Wheat, including the outer bran coat.

And here's something to remember—there may be some question about the digestibility of bread made of whole wheat flours, but no question about Shredded Wheat Biscuit. It is the most thoroughly cooked cereal product in the world.

**The Shredded Wheat Company, Niagara Falls, N. Y.**

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



## WRAPPING PAPER

In addition to the discontinuance of unnecessary wrapping, your consumption of wrapping paper can be reduced by the following method:

Do not use more paper than necessary to wrap merchandise.

Do not use heavier paper than necessary. Consult your paper dealer as to the most serviceable and economical grade.

Use the old paper taken from parcels delivered to you.

Use newspapers when possible.

## TISSUE PAPER

You can reduce your consumption of tissue paper by eliminating its use as far as possible for packing.

## PAPER BOXES

Your consumption of paper boxes can be reduced by the following methods:

Eliminate the Holiday Box for Christmas gifts.

Eliminate boxes for candy as far as possible.

Use lighter weight boxes.

Use old boxes for delivery and have your delivery man return them for further use.

## PAPER BAGS

A considerable saving in paper bags can be made by the following methods:

Reduce the number of sizes of bags to as few as possible.

Don't use a larger size than necessary.

Don't use bags for vegetables and other articles

if customers bring market baskets. Grocers should urge the use of the market basket.

## OFFICE STATIONERY

Your consumption of office stationery can be reduced by the following methods:

Use lighter weight paper and smaller size envelopes.

Write on both sides of the paper for long letters.

Use  $\frac{1}{2}$  and  $\frac{3}{4}$  sheets of correspondence paper for short letters.

Use the backs of letters for carbons.

Make use of spoiled sheets and backs of envelopes for scratch pads.

Keep the Pulp and Paper Section of the War Industries Board, Washington, D. C., advised regarding the steps you are taking, methods used, and any further suggestions as to how paper can be saved in retail stores.

## THE GROCERY CLERK SOLDIER

A Kansas man in France attacked a party of six Huns, bayoneting one and bringing in the rest as prisoners. "The Newton Kansan" says the soldier used to be a grocery clerk, and was accustomed to doing nine or ten things at once.—"Kansas City Times."

Come on up—competition is keen only down below. The business that is established on quality will stand any competition, and is bound to grow.



**Empire Hardware Company**

Grocers' Butchers' **STORE FURNISHINGS** Bakers' Restaurants

SCALES, CANISTERS, SHOW CASES, REFRIGERATORS, Etc.

ELECTRIC COFFEE MILLS

85 Warren St. Between Greenwich Street and West Broadway New York City

*Write for complete Catalogue*



## FIRST AIDS IN CONSERVATION

# Sauer's PURE FLAVORING EXTRACTS

Make war-time foods and substitutes tempting.

Largest selling brand in the United States.

17 highest awards at American and European Expositions for Purity—Strength—Fine Flavor.

THE C. F. SAUER COMPANY

RICHMOND, VIRGINIA

## Write for Our Special Proposition

### *How you can help the Government*

Cocoanut shells are the best absorbent of poisonous gasses yet discovered. The Government needs hundreds of tons, daily.

The quickest way to get them is for you to sell more cocoanut. The window poster, illustrated herewith, is but one of the special helps we have prepared for your use.

We are telling the "gas-mask" story as well as the new war-time uses of cocoanut, such as Cocoanut Corn Muffins, to millions of housewives.

Get back of the Government—get back of a guaranteed quality product, such as Dromedary Cocoanut—and, at the same time, watch your sales increase.

*A postal will bring you complete information.*

*Write today.*

The HILLS BROTHERS Co., 375 Washington Street, New York City



## FOOD CONSERVATION DIGEST



9 Practical suggestions for dealer and consumer co-operation with the United States Food Administration.

## FOOD SAVING AND THE MOVIES

How Grocers Can Spread the Gospel of Conservation in Co-operation With Motion Picture Exhibitors

By ERNEST A. DENCH  
Brooklyn, N. Y.

It is one thing to preach food conservation and substitution and quite another to have the public take to the measures kindly. The grocer, hemmed in by the Government and the consumer, is in a no means enviable position when he tries to spread the food-saving gospel among his customers. Generally he receives more kicks than praise for his patriotic efforts.

Motion pictures can be used to form the bulwark of a grocer's campaign of education. They

show things as they are, they visualize facts, stimulate imagination, find us in a receptive mood and satisfy us on all sides of a subject. What more can one expect of an education medium?

It is not my intention to have the grocer spend several hundred dollars on the production of a suitable reel. Every week the national animated weeklies contain items on food conservation subjects. Maybe 50 feet out of the entire thousand can be appropriated by the grocer.

Practically every theater runs every week at least one edition of an animated weekly, so all that is necessary is to take the local exhibitor into your confidence; tell him what you are up against in educating the public, point out how he can help you without any additional cost; to himself by letting you know well in advance all about the food conservation subject that will appear in the reels he has booked. The bulletins gotten out by the film manufacturers give him a synopsis of the contents of every edition, so this information is readily obtainable.

To link up this film with your grocery business, obtain permission to give a "boiled down" lecture while the food conservation portion is occupying the screen. This will allow you or one of your employees to put over some arguments relative to

## NO RESTRICTIONS!



The Food Administration has withdrawn all restrictions on the manufacture and sale of Macaroni Products. After a period of limited consumption in the interest of Wheat Conservation your trade will take quickly to the HARVEST Brand made from pure Durum Wheat. A profitable seller.

Send us your orders for Macaroni, Spaghetti, and genuine Egg Noodles.

THE FOULDS-BRIGGS CO.  
CINCINNATI

U. S. FOOD ADM. LICENSE No. 100190-G

# The Temperature Stays Put



Without a pound of ice, the interior of your refrigerator can be kept at an even "coldness"

A ton of ice is placed in your refrigerator today. It costs you a lot of money. You have your troubles getting it delivered. You will have more troubles trying to keep your refrigerator at an even "coldness."

Now suppose that instead of buying ice, you put in Peerless Automatic Refrigeration today. It will not have to be replaced tomorrow as would the ice. The first cost will be practically the last. And the saving in ice-bills alone will shortly pay for the initial cost.

Peerless Automatic Refrigeration will keep your refrigerator at a dry, even, cell temperature, and keep its contents in a wholesome, sanitary condition.

## PEERLESS AUTOMATIC REFRIGERATION

For all establishments that use  
1,000 pounds of ice or more a day

What makes the temperature vary in an ice-chilled refrigerator? Why is it kept constant by Peerless Automatic Refrigeration?

Ice is usually kept in a separate chamber from the contents of the refrigerator, and the latter is chilled by the circulation of cold air. The frequent opening of the refrigerator doors causes warm air to get in and raise the temperature above the point desired. But in the case of Peerless Refrigeration, the intake of warm air only stimulates the machine to produce automatically enough extra "coldness" to offset the warm air instantly.

The Peerless is so simple, durable and mechanically correct that it will give continuous service for years without need of attention or repairs. We guarantee the Peerless machine fully, and we back it with the kind of personal service that makes permanently satisfied customers.

In order to learn how Peerless Automatic Refrigeration will benefit you—mail coupon below today.



1/2 to 10 ton capacity

**PEERLESS ICE MACHINE CO.**  
120 Broadway, New York

503 So. Jefferson St., Chicago  
79 Milk St., Boston

If you use much ice, use this coupon

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City or Town \_\_\_\_\_  
Please send me Peerless Automatic  
Refrigeration information. I am at  
present using \_\_\_\_\_ pounds of ice  
per day.

food conservation, emphasizing your grocery store, although the direct advertising element should not be overdone, since the effect of the propaganda appeal will be lost. Your standing as a grocer in the neighborhood will give your arguments considerable authority, consequently if you mention your grocery store but once or twice the spectators will jump to the conclusion that the exhibitor arranged for the lecture from patriotic reasons.

You may not be able to give such a lecture every week, and it may be of short duration, but a snappy, short lecture given every now and then, rather than a lengthy one delivered but once, will be a thousand times more effective. We all dread sermons because they are so long, and since people go to the motion picture theater to be entertained, one should not abuse the motion picture's power to educate as well as to entertain.

In advertising we are taught that one advertisement is so much wasted expenditure without some sort of a follow-up campaign. To arouse interest and compel action it is imperative to repeat the "dose," and it matters not one iota whether the medium employed is the local newspaper or the local motion picture theater—the fundamentals are the same.

Finally, it should not be overlooked that the animated newspaper is an interpreter of the world's news. With the war on we never know from one day to another what is coming next, and hitching up the animated newspaper to your grocery store enables you to capitalize the different food conservation measures as they occur from time to time.

The film exchange will supply the exhibitor at cost with photographs reproduced from the motion picture newspaper. Those dealing with suitable food conservation problems will be ideal for a window display, especially if you mention that Mr. Blank of this grocery store is going to lecture on the film. You will find the movie exhibitor more anxious to co-operate with you if there is a prospect of increasing his box-office receipts.

#### RETAIL GROCERS, WILL YOU HELP?

Have you made arrangements to display a food conservation window or posters during Thanksgiving week, November 21 to 28? If not, get into immediate touch with your State or local merchant representative of the Food Administration and secure posters and window display suggestions from him. If for any reason you do not

## ***"I don't want anything different"***

So writes the head of a large, progressive coffee house about our No. 22 Mill; and then goes on to say:

***"I would not take a thousand dollars for these two mills that I have; that is if I could not get two more just like them. They are the finest mills in the world for service and durability; and I could not run the business without them."***

It's pleasant to have unsolicited and positive testimony of this kind handed us; for next to excellence is the appreciation of it, and it's continually being shown in this gratifying way.

### ***THE COLES FAMOUS 22 AT FIFTY DOLLARS***

is a wonderfully interesting proposition to any wide-awake coffee man. It combines **SIMPLICITY OF CONSTRUCTION** and **EASE IN OPERATION**; it takes up small space and has capacity for **ENORMOUS OUTPUT**. If you are looking for a prodigy of this kind, write us—and we'll tell you *why* this mill has really made the COLES name **FAMOUS**.

### ***COLES MANUFACTURING COMPANY***

***Twenty-third and Turner Streets, PHILADELPHIA***

## The more loose sugar you wrap, the more you lose

The greater the number of packages of loose sugar you sell, the greater your loss—in time for wrapping—in spilled sugar—in overweight—in expensive paper and twine.

### *Domino* Package Sugars

in sturdy cartons and cotton bags are packed, weighed and sealed by machine in the refinery ready for the customer.

### American Sugar Refining Company

*"Sweeten it with Domino"*

Granulated, Tablet, Powdered, Confectioners, Brown

Rows and rows of Yuban packages are continually going on to the shelves of thousands of grocery stores.

At once off they go into the hands of hundreds of thousands of customers.

These quickly moving packages tell the story of the demand for Yuban.

You will find that Yuban repeats as no other coffee does.

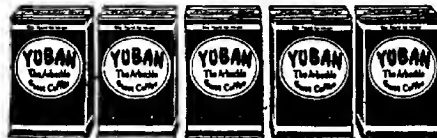
## ARBUCKLE BROTHERS

Yuban Coffee Department

NEW YORK

PITTSBURG

CHICAGO



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

know who your local or State merchant is, write direct to the Retail Stores Section of the Food Administration at Washington, and you will be furnished with such material as you will need.

The nation is pledged to ship 50 per cent more food to the Allies and our forces overseas than was sent last year. The total of 17,550,000 tons of food would frighten any other country in the world except the United States. Housekeepers of this country are looking those figures in the face, and they are wondering how they can save that much food. Is your store still a private concern, or are you patriotically running it as a public service station. Your own conscience will tell you.

### DON'TS FOR LETTER WRITERS

#### Some Helpful Suggestions for Avoiding Stilted, Routine Phrases in Business Correspondence

**H**AVE your business letters degenerated into a repetition of stilted, routine phrases? Most business correspondence is guilty of that charge, as William Cushing Bamburgh points out in his

"Talks On Business Correspondence." You would never think of talking such phrases as 'came duly to hand,' 'thanking you in advance, I beg to remain.' Why spoil your letters with them?

He says: "Carefully avoid such words and stock phrases as 'beg to acknowledge,' 'beg to advise,' 'beg to inquire,' etc. Don't 'beg' at all.

"Don't say 'kindly' for 'please.' Avoid 'the same' as you would the plague.

"Don't write 'would say.' Go ahead and say it.

"Don't say 'enclose herewith.' 'Herewith' is superfluous.

"Don't 'reply' to a letter; 'answer' it. You answer a letter and reply to an argument.

"Don't use a long or big word where a short one will do just as well or better.

"Carefully avoid the appearance of sarcasm.

"Beware of adjectives, especially superlatives.

"Finally, don't forget that certain small words are in the language for a purpose—'and,' 'a,' 'the' are important, and their elimination often makes a letter read bald, curt and distinctly inelegant."

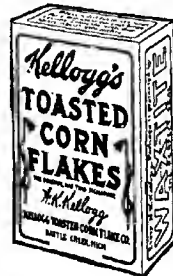
Every man cannot be a genius. Every man cannot be superior, any more than every tree in the forest can be the tallest. But every man can make good at his particular work.

## The Popular Cereal In Millions of Homes

# Kellogg's

## The Original Toasted Corn Flakes

Dainty, thin, crisp Flakes.  
Always uniform—always the  
same high quality. The one  
Standard Cereal that has  
stood the test of time.



**KELLOGG TOASTED CORN FLAKE COMPANY, Battle Creek, Michigan**

## Baker's Cocoa and Chocolate



Registered  
U.S. Pat. Off.

**MAKE AND  
KEEP GOOD  
CUSTOMERS**

They are most reliable goods sold with a positive guarantee of purity and superior quality; put up in conformity with the Pure Food laws of all the States; are readily sold, giving a quick turnover of stock.

**Walter Baker & Co. Ltd.**  
DORCHESTER, MASS.  
Established 1780

## NEW ORLEANS The Logical Coffee Port Home of **Alameda Coffee**

**Sold only in 1 and 3-lb. Tins  
Under Our Trade-Mark**

**CAREFULLY SELECTED for  
PARTICULAR TRADE**

Mr. GROCER, put YOUR TRADE  
WISE

**MERCHANTS' COFFEE CO.**  
OF NEW ORLEANS, Ltd.

NEW ORLEANS  
B. C. CASANAS, Pres.

## The Quality IN

granulated, cubes, confectioners  
and soft sugars.

The sugar which makes  
satisfied customers

**WARNER SUGAR REFINING CO.**  
Office: 79 Wall St., N. Y. C. Refinery: Edgewater, N. J.

# Warner's PURE CANE SUGAR

# Warner's

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



### Want Advertisements

Subscribers are entitled to one free insertion in this department during the year.  
Classified want advertisements under regular heading \$2. for twenty-five words or less. Additional words four cents each. Payable cash with order.

### Help Wanted

**WANTED**—First class coffee salesman to travel West Virginia territory. Prefer one with coffee experience. Good salary to right party. Address Betterton-Rupert Coffee Co., Ashland, Ky.

**WANTED**—Working foreman or assistant superintendent for coffee and spice mill in Tennessee. Man must have full knowledge of this part of the business and be capable of handling the machinery in connection with it. State age, experience, references and salary expected in first communication. We prefer a man who is employed at present. Address Tennessee, Box 452, care THE TEA AND COFFEE TRADE JOURNAL.

### Miscellaneous

**FOR SALE**—Large stone pulverizer for Turkish grind; fine condition, all attachments. Also some parts for coffee plant. Address Box 453, care of THE TEA AND COFFEE TRADE JOURNAL.

**FOR SALE**—One Jabez Burns half-bag roaster and separator, 75-lb. capacity; one Royal 2-H. P. and one Hohart 2-H. P. double coffee mills. Any reasonable offer accepted. Address Box 454, care of THE TEA AND COFFEE TRADE JOURNAL.

**FOR SALE**—Automatic spice weighing machine, two-hucket style; will weigh one to eight ounces. Address Steinwender-Stoffregen Coffee Co., St. Louis, Mo.

**FOR SALE**—Pepper and Spice weighing machine, Hoepler make, three-unit style; will weigh one to four ounces. Address Steinwender-Stoffregen Coffee Co., St. Louis, Mo.

**FOR SALE**—TWO Duplex automatic net weighers; second-hand, but in first-class condition. Will ship on approval. Address Box 451, care of THE TEA AND COFFEE TRADE JOURNAL.

### S.A. SCHONBRUNN & CO.

83 Front Street, New York

**Importers and Roasters of Coffee**

DISTRIBUTORS OF COFFEE OF QUALITY

Samples and prices that will bear competition, furnished on request.

### Peanut Butter

Large progressive firm has opening for foreman, roaster, who wishes a permanent connection. He should understand roasters, blanchers, and mills. He will start on night shift, but for the persevering worker the position offers brilliant prospects. State age, experience, draft status, etc. Address P. N., P. O., box 290, City Hall Station, N.Y.

### STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUG. 24, 1912,

of THE TEA AND COFFEE TRADE JOURNAL, published monthly at New York, N. Y., for October 1, 1918.

State of New York, County of New York, ss.:  
Before me, a Notary Public in and for the State and county aforesaid, personally appeared H. DeG. Ukers, who, having been duly sworn according to law, deposes and says that he is the Business Manager of THE TEA AND COFFEE TRADE JOURNAL, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:  
Publisher, The Tea and Coffee Trade Journal Co.; postoffice address, 79 Wall street, New York.  
Editor, W. H. Ukers; postoffice address, 79 Wall street, New York.

Managing Editor, W. R. Bickford; postoffice address, 79 Wall street, New York.

Business Manager, H. DeG. Ukers; postoffice address, 79 Wall street, New York.

2. That the owners are: The Tea and Coffee Trade Journal Co., 79 Wall street, New York; W. H. Ukers, 79 Wall street, New York; H. DeG. Ukers, 79 Wall street, New York.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities than as so stated by him.

H. DeG. UKERS, Business Manager.

Sworn to and subscribed before me this 24th day of September, 1918.

L. M. MADDEN.  
(My commission expires March 30, 1919.)

### 38% on \$20,000.00

An old established Wholesale Coffee and Tea Business in Ohio.

Requires \$30,000 to run.

Present owner will take \$10,000 preferred stock in new corporation if desired.

Business has earned an average of 38% per year for years 1915, 1916, 1917—1918 looks as good or better—this is after allowing for dividends on \$10,000 preferred stock.

Buyer must have \$20,000 cash.

Inventory basis of sale.

No charge for good will.

A rare chance for someone.

Owner desires to retire, account of age. No brokers, principals only. Unless you can show you have the money and mean business, don't bother me.

Address: Box 452

Care of Tea & Coffee Trade Journal

# Sunshine

## Biscuits

**include every  
known variety  
of Biscuits**

### MR. RETAIL GROCER:

A large amount of money is being spent by this Company in forceful advertisements to the housewife to

**"BUY COFFEE FROM  
HER GROCER ONLY"**

The big effort is

Anti-Peddler

Anti-Premium

Anti-Mail-Order

Your co-operation, and it's needed, will yield a good profit and bring you satisfied coffee customers. Ask our representative or write for particulars.

**THE WOOLSON SPICE COMPANY  
TOLEDO, OHIO**

# KAFFEE HAG

## NOT a substitute

but real coffee with  
95% of the caffeine  
removed.

Prepared at New Brunswick, N. J.

Sold by grocers everywhere.

**KAFFEE HAG CORPORATION  
225 5th Ave., New York**



# To Avoid Waste

In these days of conservation avoid  
all bulk sugar waste and loss by  
using

## Franklin Package Sugars

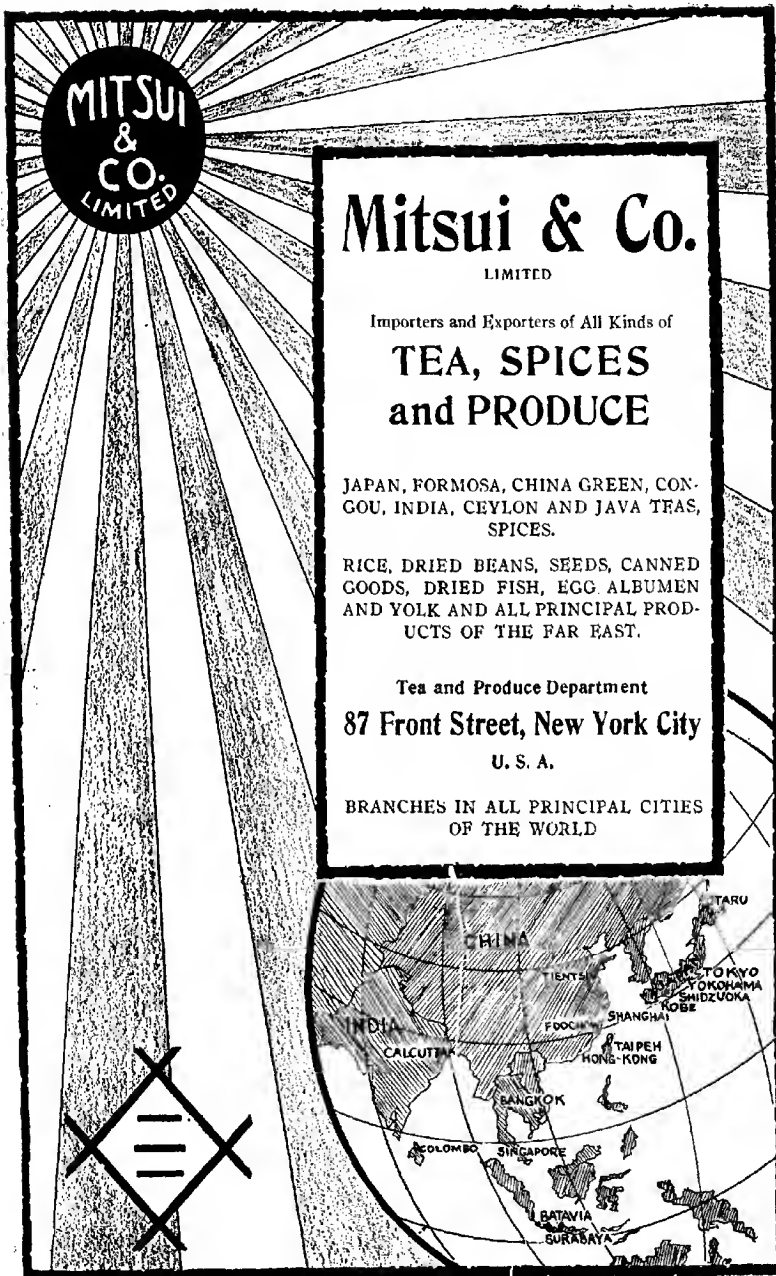
They save spillage, labor, paper  
bags and twine.

**The Franklin Sugar Refining Company  
PHILADELPHIA**

*"A Franklin Cane Sugar for every use"*



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



**MITSUI  
&  
CO.  
LIMITED**

**Mitsui & Co.**  
LIMITED

Importers and Exporters of All Kinds of  
**TEA, SPICES  
and PRODUCE**

JAPAN, FORMOSA, CHINA GREEN, CON-  
GOU, INDIA, CEYLON AND JAVA TEAS,  
SPICES.

RICE, DRIED BEANS, SEEDS, CANNED  
GOODS, DRIED FISH, EGG ALBUMEN  
AND YOLK AND ALL PRINCIPAL PROD-  
UCTS OF THE FAR EAST.

Tea and Produce Department  
**87 Front Street, New York City**  
U. S. A.

BRANCHES IN ALL PRINCIPAL CITIES  
OF THE WORLD

Map showing branches in: CHINA (TIENTSIN, SHANGHAI, FOCHOW), JAPAN (TOKYO, YOKOHAMA, SHIDZUOKA, KOBE), INDIA (CALCUTTA), SINGAPORE, BANGKOK, HONG-KONG, TAIPEH, BATAVIA, SURABAYA, COLOMBO, MANILA, CEBU, TARU.



## Cash registers will help you meet the wartime shortage of labor

National Cash Registers increase each clerk's sales because they enable him to wait on customers more quickly.

They release clerical workers for selling because they automatically and mechanically record complete details of every transaction.

They enable you to break in new

clerks quickly because they simplify the details of selling.

They eliminate cashiers and wrappers because the clerks do their own wrapping and make their own change.

They reduce deliveries because customers are willing to carry their own parcels when they are wrapped and handed to them at once.

## A National Cash Register is one of the most important of all labor saving devices

Fill out this coupon and mail it today.

.....  
Department No. 118

The National Cash Register Company,  
Dayton, Ohio.

Please give me full particulars about  
an N. C. R. System for my business.

Name.....

Address.....

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

## RETAIL TRADE PRICE LIST

# RYZON

THE PERFECT BAKING POWDER

### Standard Selling Prices to Retailers:

PACKAGES	No. in Case	Price per Dozen	Lbs. in Case	Price per Lb.	Price per Case	Retails for
* <del>15c size, 1/4 lb.</del>	<del>1 doz.</del>	<del>\$1.65</del>	<del>12</del>	<del>15c</del>	<del>\$5.40</del>	<del>\$7.20</del>
25c size, 1/2 lbs.	2 doz.	\$2.25	12	37 1/2c	\$4.50	\$6.00
40c size, 1 lbs.	1 doz.	\$3.60	12	30c	\$3.60	\$4.80
\$1.75 size, 5 lbs.	1 doz.	\$15.75	30	26 1/4c	\$7.87 1/2	\$10.50

\* 1/4-lb. size discontinued for duration of war as conservation measure.

### RYZON Sales Policy:

RYZON, The Perfect Baking Powder, is priced uniformly to consumers at standard prices quoted on invoices, specified on packages, and advertised to consumers and every effort will be made to standardize such prices.

Accordingly, dealers (whether wholesalers or retailers) who disregard these prices, will not be used as distributors of RYZON.

RYZON is guaranteed to give satisfaction to consumers.

**GENERAL CHEMICAL CO.**  
**FOOD DEPARTMENT**  
**NEW YORK**

RYZON dealers are selected because of their character and the service they render the community and not because they have worked out the cheapest way in which to do business irrespective of service and quality. Price-cutting, cheapness, and consumer self-service have their place in merchandising but cannot replace greater service which the public needs and demands.

More than 80% of the grocery business is now, and we believe will always be, done by the class of grocers who make quality goods, real store service, delivery of orders, reasonable standard prices and guaranteed satisfaction to consumers on every article sold, the principal selling factors instead of mere cheapness or non-service price-cutting.

RYZON, The Perfect Baking Powder, is sold through the service

## RYZON $\frac{1}{4}$ -lb. Packages Are Discontinued —As a War Conservation Measure

For five excellent reasons, RYZON will not be packed in the  $\frac{1}{4}$ -lb. tins while the war lasts:—

- 1: **To save tin!** Much more tin is required to pack the same quantity of RYZON in  $\frac{1}{4}$ -lb. tins as in the larger sizes. *The Government needs tin.*
- 2: **To save labor!** It is obvious that to fill and pack  $\frac{1}{4}$ -lb. tins requires more labor than in the larger sizes. *The Government needs labor.*
- 3: **To save paper!** More paper is used labeling the smaller tins for the same quantity of powder. *The Government needs the chemicals used in paper manufacture.*
- 4: **To save packing cases!** More lumber is needed for the same quantities. *The Government needs lumber.*
- 5: **To save freight!** The smaller packages bulk larger, quantities considered, than the larger ones. *The Government needs every cubic foot of freight space it can get.*

We are certain that the trade will heartily endorse this effort to co-operate with the Government to the limit of our ability.

and quality class of grocer because its character and sales policy best meet his requirements for a food product which excels in combined quality, service, and economy.

More than two million RYZON BAKING BOOKS have been distributed to American homes through the service grocers of the U. S., helping the housewife to solve the Food Administration's requirements in the use of substitute flours and meals, which are made wholesome and pleasing when baked according to the recipes with RYZON.

Leading service wholesale grocers of the U. S. stock and sell RYZON. If your jobber is not one of these, a post card request to GENERAL CHEMICAL COMPANY, 25 Broad St., New York, will bring you the name and address of the nearest RYZON wholesaler.

## Patriotic Premium



Everyone wants a set of these Tumblers and for premium, souvenir or regular selling purposes, it is a winner of great magnitude. Write us for quantity prices, naming quantity desired.

The United States emblem is burnt into the glass, guaranteed to remain forever.

Sample box of six by mail, 75 cents

Made by

BONITA ART COMPANY  
WHEELING, W. VA.  
"The House of New Ideas."

## The Premium De Luxe

Hundreds of the liveliest Coffee Roasters and Wholesale Grocers have

### REVOLUTIONIZED THEIR SALES

by using **Saxon Chinaware**—"the premium with no back-fire." We have new and up-to-date plans consistent with all rulings and statutes.

We can help you—will you let us?



Write Today.

THE  
SAXON CHINA CO.  
SEBRING, OHIO



## JAPANESE

Chinaware—Dinnerware—Toys  
Dry Goods—Novelties—Art Goods

General Oriental Merchandise  
FOR PREMIUM PURPOSES  
IMMEDIATE DELIVERY OR IMPORT

**TAKITO, OGAWA & CO.**

NEW YORK CHICAGO  
101 Fifth Avenue 325 W. Madison Street  
—CATALOG UPON REQUEST—

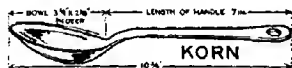
## EVERYBODY Likes SUMORE



EVERYBODY Wants SUMORE

## Good Merchandising

Is selling QUICK at a PROFIT,  
DON'T ask price—ORDER.  
Half Dozen to a Gross.  
If not SATISFACTORY—return.



25c item

If your Jobber cannot furnish—  
order direct.  
GOOD for PREMIUM or SPEC-  
IAL Sale.

*The*  
**BUCKEYE ALUMINUM CO.**

Manufacturers of "REAL SOLID"  
Aluminum Cooking Utensils.

**WOOSTER, OHIO**

ABSOLUTELY FIREPROOF

## HOTEL CHELSEA

West 23rd St. at Seventh Ave.

NEW YORK CITY

500 Rooms 400 Baths  
European Plan

Room with adjoining bath, \$1.50 and \$2.00; suites, parlor, bedroom and bath, \$3.00 upward.

Club Breakfast, 40c. up; special luncheon, 65c. up; table d'hôte dinner, \$1.25 up. Cafe attached.

### To Reach Hotel Chelsea.

From Pennsylvania Station—Seventh Avenue car south to Twenty-third Street.

Grand Central—Fourth Avenue car south to Twenty-third Street.

Lackawanna, Erie, Reading, Baltimore & Ohio, Jersey Central and Lehigh Valley R. R. Stations—Take Twenty-third Street crosstown car east to Hotel Chelsea.

Principal Steamship Piers, foot West Twenty-third Street—Take Twenty-third Street crosstown car.

Write for Colored Map of New York



You may need this man here — BUT — We need him "over there"

## You Can Help Us Get Him

You might think it something of a sacrifice to deliberately talk with one of your best truck drivers and tactfully urge him to go to France to drive for the Y.M.C.A.—and it would be a sacrifice. But it wouldn't be much compared to that of the army boys who have to depend on Y.M.C.A. truck drivers for what little they can get of home comforts—would it?

### The Y. M. C. A. in France Needs 75 Truck Drivers and 25 Automobile Mechanics every month. And you can help us get them.

We can take only men who are over 37 years old and are not in Class 1 of the draft. The men we want are hard to get at directly.

Will you call the drivers and mechanics in your employ—or whom you know—into a meeting—explain the situation to them—the great need for their service—the great and honorable service they can render—and then put us in touch with the men who may be willing to undertake this great service?

The Y. M. C. A. is doing a great big work in France—it is helping our fighting men to keep in fighting trim.

One of its greatest needs is adequate transport facilities. Y. M. C. A. service for nearly two million men requires a lot of transportation work.

We have to move our goods and keep them moving—from ships to warehouses, to canteens, and to points behind—and on—the fighting lines.

We have the goods and the trucks. We need the men to man those trucks and keep them going.

You business men—employers—executives of industrial works—can do more than any one else to get those men for us. Will you do it?

### Fill in the Coupon— Get full data

And then use your powerful influence to help us get these men.

Next to going yourself its one of the finest and most helpful pieces of war service you can render.

Ed M. Willis,  
Y. M. C. A., 347 Madison Ave., New York.

It may be possible for me to get recruits for Y. M. C. A. truck service in France. Please send me full information regarding that service.

Signature.....

Street and No.....

Town and State.....

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



## INDEX TO ADVERTISERS

Ambrosia Chocolate Co.	412	Lambert Machine Co.	402, 403
American Can Co.	473	Langston Co., Samuel M.	482
American Sugar Refining Co.	493	Laurel Mfg. Co.	485
Anchor Warehouses, Inc.	474	Levy's Sons, M.	484
Arbuckle Bros.	493	Limoges China Co., The.	462
Archibald & Lewis Co.	483	Livierato-Kidde Co.	inside front cover
Arkell Safety Bag Co.	483	Loose-Wiles Biscuit Co.	497
Aron, J., & Co., Inc.	409		
		Manhattan Baking Powder Co.	494
Baker, Walter, & Co., Ltd.	495	Mann, William.	457
Barrett, M. L., & Co.	413	Merchants Coffee Co. of New Orleans, La.	495
Bonita Art Co.	502	Mitsui & Co., Ltd.	498
Buckeye Aluminium Co.	502	Monahan Brokerage Co.	464
Burns, Jabez, & Sons.	404, 405	Müller, E. B., & Co.	483
Bush & Co., W. J.	413		
		National Cash Register Co.	499
Canister Company of N. J.	469	National Packaging Machinery Co.	outside back cover
Carter, Macy & Co.	451	National Paper Can Co.	471
Caswell Co., Geo. W.	453	National Urn Bag Co.	479
Chelsea Hotel.	502		
Chiria, Antoine, Co.	413	Old Dutch Mills.	inside front cover
Cogollo & Co.	410		
Coles Manufacturing Co.	492	Peck & Co., Ltd., Francis.	459
Continental Paper Bag Co.	inside back cover	Peerless Ice Machine Co.	491
		Pneumatic Scale Corporation, Ltd.	407
Dannemiller Coffee Co.	478	Produce & Warrant Co.	410
De Cordova, Charles.	463	Provident Chemical Works.	466
Deer, The A. J., Co.	414		
Diamond State Fibre Co.	477	Reeve & Van Riper.	483
Dittmann, Charles, Co.	485	Ritchie & Co., W. C.	480
Dwinell-Wright Co.	outside back cover	Rowley, Davies & Co.	461
		Royal & Co., Thomas M.	411, 465
Edthauer & Co., E.	411	Russell & Co.	413
Empire Hardware Co.	483		
Eppens, Smith Co.	461	Sakiet & Co., A. H.	485
		Sauer, C. F., Co., The.	488
Fischer & Co., Inc., B.	470	Saxon China Co.	502
Foreign & Home Products Corp.	463	Schoenbrunn, S. A., & Co.	496
Ft. Wayne Box Co.	472	Sealright Co., Inc.	477
Fould's-Briggs Co.	490	Shredded Wheat Co.	487
Franck Sons, Henry, Inc.	413	Single Service Package Co.	475
Franklin Sugar Refining Co.	497	Sociedade Portuguesa Importadora and Exportadora Lda.	463
General Can Co.	476		
General Chemical Co.	500, 501	Takito, Ogawa & Co.	502
Grace, W. R., & Co.	408	Tea & Coffee Trade Journal, The.	485, 503
		Temple Garden Co.	485
Hills Cereal Mfg. Co.	412	Thurston & Braidich.	412
Hills Bros. Co.	489	Trade Mark Title Co.	413
Hobart Mfg. Co.	481	"Transmarina" Handelsmaatschappij, Inc.	455
Hooton Cocoa Co.	412	Triclatator Co., The.	483
Hunt & Co.	463		
Huntley Mfg. Co.	406	Union Bag & Paper Corp.	467
International Coffee Co.	outside back cover	Warner Sugar Refining Co.	495
Irwin-Harrisons & Crossfield, Inc.	459	Washington, G., Coffee Sales Co.	483
		Weir, Ross W., & Co., Inc.	487
Jardine, Matheson & Co., Ltd.	459	Weis Fibre Container Co.	479
Java-Holland-America Trading Co.	461	Whitney & Co., J. C.	457
Johnson Automatic Sealer Co., Ltd.	410	Wiemann, Geo. F., Co.	502
		Woolson Spice Co.	497
Kaffee Hag Corporation.	497		
Kalamazoo Vegetable Parchment Co.	477		
Kellogg Toasted Corn Flake Co.	494		

# THE TEA AND COFFEE TRADE JOURNAL

Contents for December, 1918

Volume XXXV

Number 6

WHO'S WHO IN THE TRADE. Frontispiece.....	525	GROCERY TRADE DIGEST.....	550
An Appreciation of William Fisher, President of the St. Louis Coffee Roasters' Association and Vice-President of the C. F. Blanke Tea & Coffee Company, St. Louis.		SPECIALTY MEN'S CONVENTION.....	550
A PICTORIAL HISTORY OF COFFEE.....	527	NEWS OF THE TRADE.....	550
No. 4—Early Parisian Coffee Houses. <i>Illustrated.</i>		PATENT OFFICE RECORD.....	551
JAVA TEAS IN THE U. S.....	534	Patents Granted, Trade Mark, Applications, Certificates Issued, Prints Registered. <i>Illustrated.</i>	
POST WAR COFFEE COMPLICATIONS.....	535	BLOCKING NEW WARS.....	553
'COFFEE' FROM ACORNS.....	536	By Herbert S. Houston	
THE COFFEE CONTROL FIASCO.....	537	IN THE EDITOR'S MAIL BAG.....	554
By C. K. Trafton.		Appreciation from the N. R. T. & C. M. A. Tea in an Editor's Sanctum—Prizes Tea for Higher Efficiency.	
MISGUIDED COFFEE REGULATION.....	538	THE UPLIFT CORNER.....	555
By Horace T. Tompkins		Awakening.	
ROASTERS WANT RULES LIFTED.....	540	EDITORIALS.....	556
ROASTED COFFEE RULES MODIFIED.....	541	Frost Damage Remitting— About Necessary Restriction on Coffee Trading.	
HOOVER SAYS, "PLENTY OF COFFEE".....	541	MISCELLANEOUS TRADE NEWS.....	558
CONTAINER REGULATIONS REMOVED.....	541	LAMBERT OPENS NEW PLANT.....	558
A CANADIAN'S OPINION OF THE "BLUE BOOK".....	541	<i>Illustrated.</i>	
MITCHELL ON TEA MANUFACTURE.....	541	PRACTICAL PREMIUM METHODS.....	558
THE BLACK SHADOW OF PAN-GERMANISM— NOW FOREVER DISPELLED.....	542	THE FIBER CONTAINER.....	559
<i>Illustrated.</i>		<i>Illustrated.</i>	
COFFEE AND THE RED CROSS.....	543	MAINLY ABOUT PEOPLE.....	560
THE BEGINNING OF "HIGH TEA".....	543	OBITUARY.....	560
"WHEN THE BOYS COME HOME".....	543	Frederick Mead—John Jalurg, Sr.	
CHINA'S LIKIN TAX AND TEA.....	544	INFORMATION FOR BUYERS.....	560
By A. W. Ferrin.		Round Cans of Paper, or Fiber and Tin—Weighing Machines at Special Prices—Paper Cans for Cocoa and Spices.	
NO AID FOR PORTO RICO COFFEE.....	544	TAKES ENEMY-OWNED EXCHANGE SEAT.....	562
COFFEE AND CACAO IN MEXICO.....	544	SPICE GRINDERS CHOOSE SECRETARY.....	562
BRAZIL'S TEA PURCHASES.....	544	MARKETS OF THE WORLD.....	562
FOR BETTER CEYLON TEA.....	545	OUR LONDON LETTER.....	562
BRAZIL COFFEE CROP DECLINING.....	545	THE BRAZIL LETTER.....	561
CHINA TEA TRADE UPSET.....	545	THE JAVA MARKET LETTER.....	566
ENGLAND WANTS CHINA TEA.....	546	NEW ORLEANS LETTER.....	568
GERMAN COFFEE SUBSTITUTES.....	546	CHICAGO NEWS LETTER.....	570
THE ARMY'S COFFEE AND TEA BILL.....	546	THE NEW YORK MARKETS.....	570
BRITISH COCOA MAKERS UNITE.....	546	NAVY TO OPEN TEA BIDS.....	574
NEW ORLEANS' NEW SHIP LINE.....	546	SALIENT TRADE NOTES.....	576
CHOCOLATE FOR OUR SOLDIERS.....	546	THE PRACTICAL RETAIL GROCER.....	582
CONCRETE SHIP BRINGS SUGAR.....	546	THE CASE OF PACKAGE SUGAR.....	582
HAYTI COFFEE PROSPECTS.....	547	MEN.....	584
THE WORLD'S 1918-19 SUGAR CROP.....	547	FOOD CONSERVATION DIGEST.....	584
A WHOLESALE COFFEE MAN'S OPINION.....	547	HANDLING BULK GOODS.....	584
THE BELLILOSE EGG.....	548	A SPICE WINDOW DISPLAY.....	584
By Dr. Frank Crane		<i>Illustrated.</i>	
THE MOST PEACEABLE DOG.....	548	WHAT IS "PEP"?.....	586
SAYS PROHIBITION AIDS TEA.....	548	BUILDING UP A FISH TRADE.....	586
GERMAN COFFEE SURROGATES.....	548	By W. B. Stoddard.	
SPICES AND EXTRACTS.....	549	YOURSELF.....	588
HONGKONG'S BIG CASSIA TRADE.....	549	By Dr. Frank Crane.	
OFFICIAL RULING ON CORIANDER.....	549	1919.....	590
SPICE GRINDERS' MEETING OFF.....	549	By Frank Farrington.	
SPICE FROM NETHERLANDS INDIA.....	549	EFFICIENCY.....	592
CACAO IMPORT RULES MODIFIED.....	549	CLASSIFIED WANT ADVERTISEMENTS.....	592
HAYTI COFFEE LICENSES AVAILABLE.....	549		

INDEX TO ADVERTISERS WILL BE FOUND ON PAGE 600

THE TEA AND COFFEE TRADE JOURNAL, published monthly at 79 Wall Street, New York. Terms of subscription \$2.00 a year, postage prepaid, in the United States and Possessions; \$2.25 per year in Canada; \$2.50 in all foreign countries. Single copies 25 cents. Remit by money order or draft. Entered as second class matter January 30, 1905, at the post office at New York, under the Act of Congress of March 3, 1879. Copyright, 1918, by THE TEA AND COFFEE TRADE JOURNAL COMPANY.

# LAMBERT

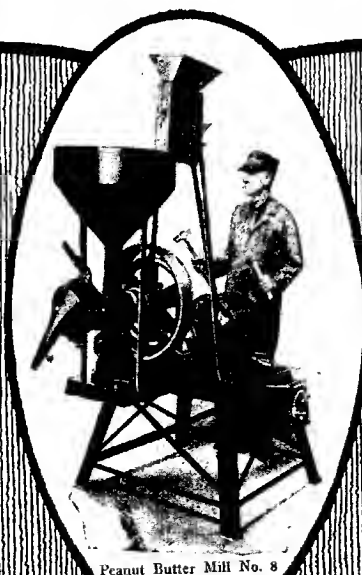
*"The Line That Excels"*

## ***Lambert Peanut Butter Equipment***

Lambert Peanut Butter Machinery excels because it is scientifically, yet simply constructed. Because it is complete in every detail. Because it is substantial. The Lambert Machine Company is the only concern that manufactures complete peanut butter plants.

Lambert peanut equipment consists of suitable peanut roasting apparatus, peanut blancher, picking and stoning machinery, one or more peanut butter mills, complete with automatic salter, auxiliary machinery (elevators, conveyors, storage bins, feed hoppers) and approved power transmission, such as will render the plant as nearly automatic as possible.

Plans designed according to requirements. Specifications and estimates furnished.

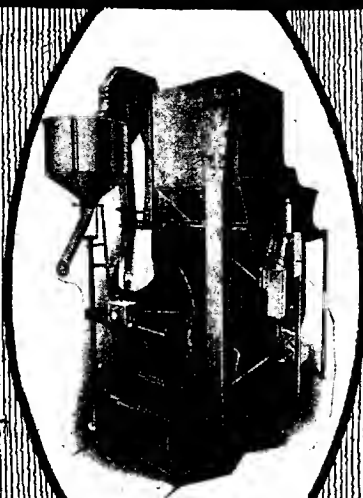


Peanut Butter Mill No. 8

**Lambert Machine Co., Marshall, Mich.**

# LAMBERT

*"The Line That Excels"*



Class E—Electric Coffee  
Roasting Outfit

## *The Lambert Electric Coffee Roaster*

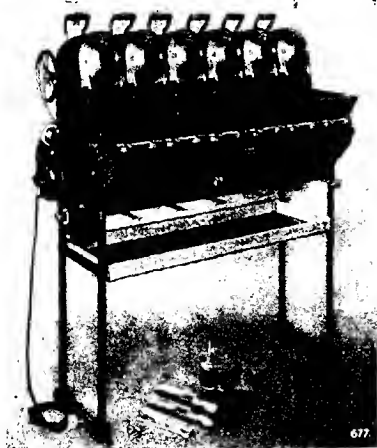
The Lambert coffee roaster excels because it is the pioneer indirect flame (underneath) gas roaster. Because it is the most compact, self-contained, two bag roaster on the market. Because it requires the minimum of power for operation. Because it is easily installed. Because it is substantially constructed.

A complete outfit designed for coffee, peanuts, cocoa beans, cereals, etc., comprising roaster, cooling apparatus, elevator, feed hopper, electric motor, with geared connections and gas attachments; also stoning and chaffing attachments for coffee. Built in two standard sizes—three hundred pounds and two hundred pounds capacity.

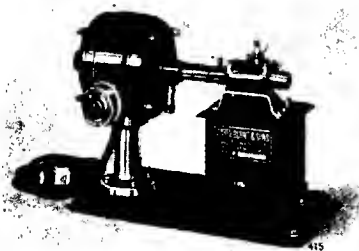
Plans for larger plants prepared on application. Ask for catalog of complete line.

**Lambert Machine Co., Marshall, Mich.**

## Why Roast Coffee Samples?



No. 16 Sample Roaster, Form A



Motor-driven Sample Grinder

Why are samples of coffee ever roasted?

If getting knowledge about the cup value of a coffee is really important, for whose benefit is the knowledge used?

Probably for the benefit of the person who knows most about the coffee and to the relative disadvantage of the person who does not.

Success in coffee dealing depends on knowing as much as the other fellow can possibly know about the coffee's real value.

To test coffee quickly and accurately you need our sample roaster, with one to six cylinders. Our complete equipment includes motor-driven grinder, hot-water kettles, Tuxedo revolving table with scale, cuspidor, and the sample pans and testing cups.

Our circular No. 224 tells the whole story.

## Have You a Sample Roaster?

JABEZ BURNS & SONS



11<sup>TH</sup> AVE. & 43<sup>RD</sup> ST. NEW YORK

## The economical Jubilee Roaster

Since it avoids all the gas wastefulness of direct-flame machines, our Jubilee is by far the cheapest inner-heated coffee roaster to operate—whether the product is to be valued on the basis of minimum shrinkage or highest dry-roast quality.



We quote below from recent letters about Jubilee roasting plants:

EL RENO WHOLESALE GROCERY CO., El Reno, Sept. 30, 1918:

"Our plant is giving the very best of satisfaction in every way. We could not ask for anything to work better."

DAVID G. EVANS COFFEE CO., St. Louis, Sept. 25, 1918:

"We are pleased to state we are having very good satisfaction with the Jubilee roasting equipment."

GRIFFIN GROCERY CO., McAlester, Sept. 27, 1918:

"We are delighted to say that the coffee roasting plant furnished by you has proven absolutely satisfactory."

HANLEY & KINSELLA COFFEE & SPICE CO., St. Louis, Aug. 21, 1918:

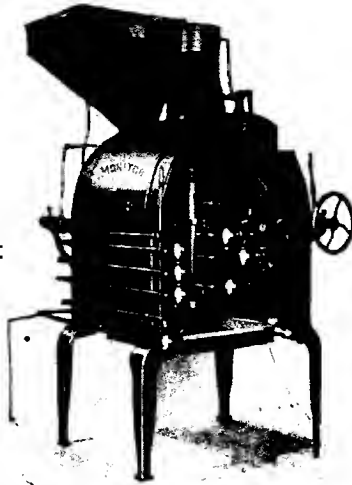
"All that we can say in reference to the Jubilee roasters and flexible-arm coolers is that they are giving perfect satisfaction and are doing everything for which they were intended."

SAMUEL MAHON CO., Ottumwa, Sept. 24, 1918:

"We are pleased to report that the coffee machinery installed by you so far is satisfactory in every respect."

**JABEZ BURNS & SONS**  **11<sup>TH</sup> AVE. & 43<sup>RD</sup> ST. NEW YORK**

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



## THE MACHINE THAT REVOLUTIONIZED COFFEE ROASTING

The coal shortage is focusing the trade's attention on the merits of coffee roasting by gas. An ever increasing number of coffee men are learning that gas roasting not only solves the present fuel problem but produces a superior coffee and increases efficiency in the roasting room.

### THE "MONITOR" GAS COFFEE ROASTER

turns out a bright well developed roast in less time than a coal roaster. Because the roasting process is shorter, less of the essential oils evaporate—you and your customer get the advantage—in the cup. The "Monitor" is a labor saver—no fires to build—no fires to pull—you get the maximum of heat quickly, and it is a uniform heat. Discerning coffee men are installing the "Monitor." Write for catalog No. 54.

## HUNTLEY MFG. CO.

SILVER CREEK

NEW YORK

New York City  
121 Front Street

Chicago  
201 Traders Bldg.

Minneapolis, Minn.  
218 Iron Exchange

From a recent letter to President Wilson from Hon. W. B. Wilson, Secretary of Labor, we quote as follows:

**"OUR INCREASING MILITARY ENERGIES  
ARE PUTTING STRAINS UPON INDUSTRY  
WHICH CALL FOR THE MOST CAREFUL  
HUSBANDING OF OUR MAN POWER."**

## **The Pneumatic System Solves Your Pack- aging Problem, and Saves Much Needed Man Power**

THE PNEUMATIC SYSTEM enables you to put up your product in cartons, tins, bottles and bags without contact with human hands, and in a sanitary manner. Our automatic packaging and weighing machines displace from 25 to 40 clerks according to the material, while at the same time they save enormous waste in the prevention of loss of valuable material often times valued at thousands of dollars, and uncleanness encountered by the old time bulk method of merchandising.

Manufacturers in packaging their goods automatically THE PNEUMATIC WAY will save an army of men for other service, which is a patriotic duty at this time, and in keeping with the above message to the President from the Secretary of Labor.

THE PNEUMATIC SYSTEM offers you the most complete line of automatic packaging and weighing machinery, and guarantees you a speed of from 15,000 to 18,000 accurately weighed packages per day, without the use of a single operator.

**LET US MAKE YOUR PROBLEM OURS. IT WILL PAY YOU.**

**PNEUMATIC SCALE CORPORATION, Ltd.  
NORFOLK DOWNS, MASS.**

NEW YORK

CHICAGO

KANSAS CITY

TORONTO, ONT.

W. & C. PANTIN, 147 UPPER THAMES STREET, LONDON, ENG.





## COGOLLO

The mark of one of the highest Grade  
Coffees Grown in Colombia, S. A.

A coffee noted for its mild and delicious flavor and unsurpassed  
fragrancy. Carefully picked, hulled, selected and stored under  
sanitary conditions.

Whether you buy "Cogollo Lavado," "Cogollo Selecto" or "Cogollo  
Especial" you are certain of getting a coffee of uniform quality.  
For particulars apply to M. Duran, 11 Wall St., New York.

ORDER BY THE NAME "COGOLLO"

COGOLLO & CO.  
Cucuta Coffee Planters

Rep. of  
Colombia,  
S. A.

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Present conditions in the coffee trade demand even closer attention to packag-  
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investigate the "Johnson" line of automatic machinery.

We are manufacturers of complete packing room equipment, including **auto-  
matic carton making, filling, sealing and moisture proofing machinery.**

Write for catalog.

JOHNSON AUTOMATIC SEALER CO., Limited  
Battle Creek Michigan

# BAGS

Available Seals for closing these  
Lined Containers  
Labels - Covered Cartons  
Packing Coffee and Tea

JOHNSON AUTOMATIC SEALER CO. LTD.  
BATTLE CREEK, MICHIGAN

# AUTOMATIC WEIGHING MACHINES AT BARGAIN PRICES

MODEL No. 10  
17 NEW MACHINES

AT **\$100.<sup>00</sup>**

4 REBUILT MACHINES

AT **\$80.<sup>00</sup>**

MAXIMUM CAPACITY  
PER SINGLE DUMP—  
1 LB. COFFEE—2½ LBS.  
RICE—SEEDS, ETC.

MODEL No. 15  
(SAME AS No. 10—ONLY LARGER)

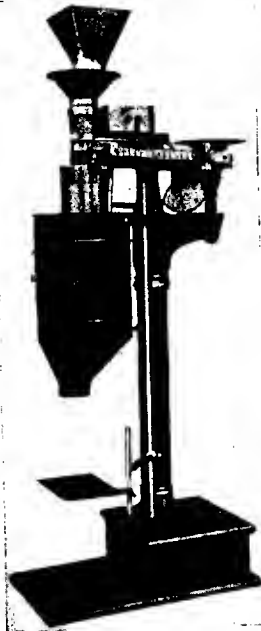
6 NEW MACHINES

AT **\$115.<sup>00</sup>**

2 REBUILT MACHINES

AT **\$100.<sup>00</sup>**

MAXIMUM CAPACITY  
PER SINGLE DUMP—  
3 LBS. COFFEE—8 LBS.  
RICE—SEEDS, ETC.



A SAVING OF  
**\$75.<sup>00</sup> TO \$85.<sup>00</sup>**

ON A THOROUGHLY  
RELIABLE MACHINE,  
AS SIMPLE, DURABLE  
AND ACCURATE AS A  
POUND WEIGHT.

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15 DAYS FREE TRIAL

2%—15 DAYS AFTER  
DELIVERY. NET CASH  
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FULLY AND RELIABLY  
GUARANTEED AGAINST  
ALL DEFECTS FOR

## TWO YEARS

IMMEDIATE DELIVERY  
SUBJECT TO PRIOR  
A L E S.

**TO THE TRADE:**—HAVING STANDARDIZED OUR LINE OF WEIGHERS.  
WE ARE DISCONTINUING THE MANUFACTURE OF  
THESE MODELS WHICH ARE NEVERTHELESS INFINITELY SUPERIOR TO ANY  
OF THE SO-CALLED *CHEAP MACHINES* UPON THE MARKET.

THERE ARE NO BETTER BUILT MACHINES MADE.

THE NEW MACHINES ARE GREATLY IMPROVED OVER MODELS OF 5 OR 10  
YEARS PAST. THE REBUILT MACHINES HAVE ALSO BEEN REMODELED DOWN  
TO DATE.

WHEN YOUR OUTPUT GROWS, THESE MACHINES CAN BE EXCHANGED FOR  
OUR STANDARD No. 33 AND No. 34 MODELS AT OUR REGULAR EXCHANGE  
VALUATIONS.

## THIS IS YOUR OPPORTUNITY

## BOND SCALE CO.

LOS ANGELES, CAL.

NEW YORK OFFICE, 52 Broadway

## **100% EFFICIENCY**

in your packaging department if you install the

## **DUPLX Automatic Net Weigher**

*Saves time, labor, and money*

Unexcelled in

**Accuracy, Speed, and Reliability**

Weighs accurately all free flowing materials such as coffee, sugar, rice, cornmeal, cereal, seeds, salt, etc., at the rate of 35 packages a minute.

Price, \$125.00 F. O. B. Chicago

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**E. Edtbauer & Company**

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(New York Agency)

**78-80 Wall Street  
433 Gravier Street**

**New York  
New Orleans**

**Export and Import Commission**

**Merchants**

**COFFEES** ALL  
VARIETIES

**COCOA, RICE, BEANS, SUGAR and other  
North, Central and South American Products**

**Sole North American Agents for Companhia Leme Ferreira, S. A. Santos**

**Sole New Orleans Agents for Villas, Boas & Co., Santos**

**HEAD OFFICE: ANTWERP, BELGIUM**

**Branches: Amsterdam, Holland. Rio de Janeiro, Santos, Bahia, Brazil. Genoa and  
Milano, Italy. London, Eng. San Salvador, C. A. Havana, Cuba. Kingston, Jamaica**

**And represented in all the principal markets of the world.**

## MODERN OFFICES OF M. LEVY'S SONS



**T**HANKS TO OUR FRIENDS OF NINETEEN HUNDRED AND EIGHTEEN. THEIR PATRONAGE HAS INCREASED OUR SALES FOR THE YEAR EIGHTY THREE PER CENT (83%). WE WISH ALL A MERRY CHRISTMAS AND A VERY PROSPEROUS NEW YEAR.

### M. LEVY'S SONS

Importers and Jobbers of Green Coffee

NEW ORLEANS

NEW YORK

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# COFFEE

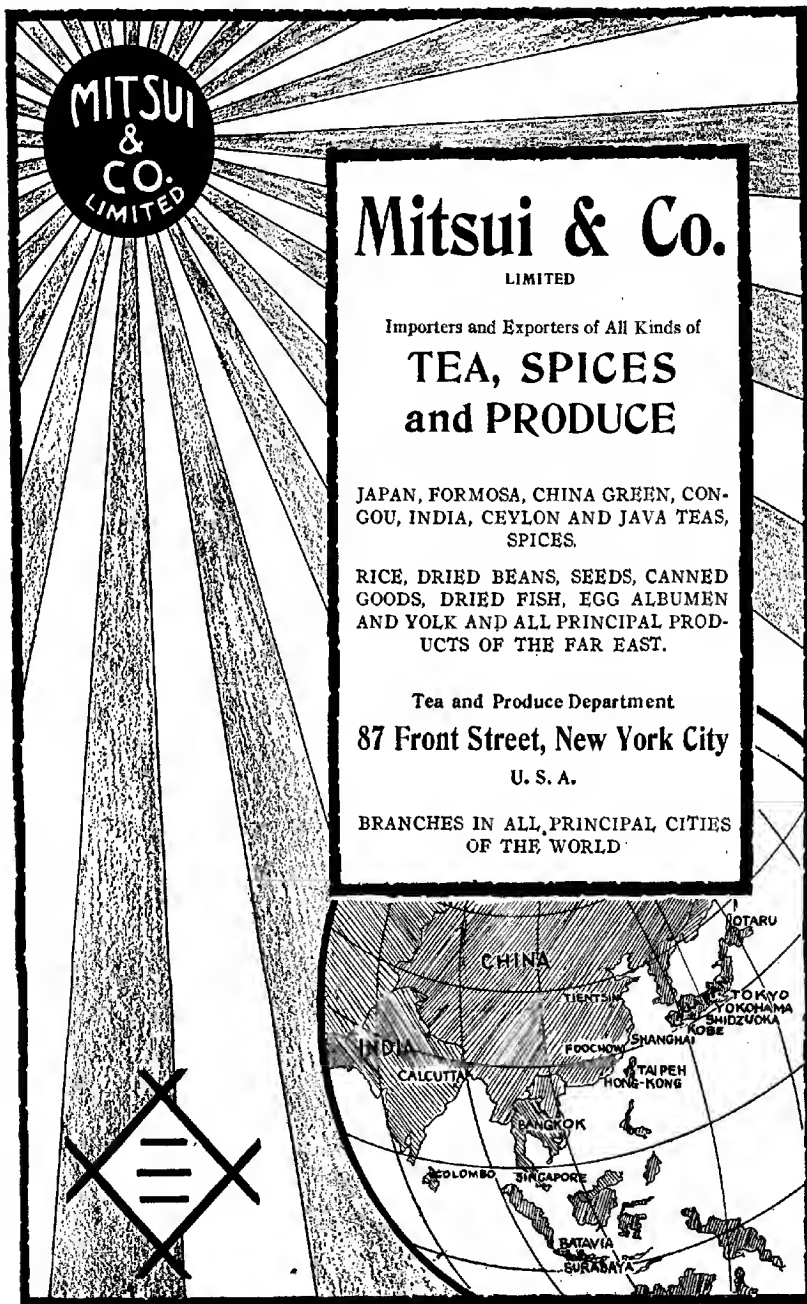
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Importers  
New York

COFFEE  
New Orleans  
Chicago  
London

Exporters  
Santos, Brazil



**MITSUI  
&  
CO.  
LIMITED**

# Mitsui & Co.

LIMITED

Importers and Exporters of All Kinds of

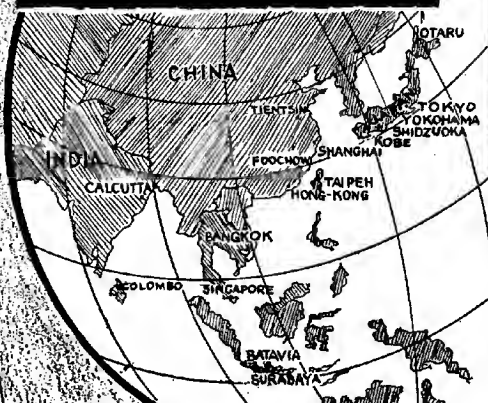
## TEA, SPICES and PRODUCE

JAPAN, FORMOSA, CHINA GREEN, CON-  
GOU, INDIA, CEYLON AND JAVA TEAS,  
SPICES.

RICE, DRIED BEANS, SEEDS, CANNED  
GOODS, DRIED FISH, EGG ALBUMEN  
AND YOLK AND ALL PRINCIPAL PROD-  
UCTS OF THE FAR EAST.

Tea and Produce Department  
**87 Front Street, New York City**  
U. S. A.

BRANCHES IN ALL PRINCIPAL CITIES  
OF THE WORLD



Map locations: HOKKAI, OTARU, TOKYO, YOKOHAMA, SHIMIZU, KOBÉ, SHANGHAI, POOCHOW, TIENTSIN, CHINA, INDIA, CALCUTTA, BANGKOK, HONG-KONG, TAIPEH, SINGAPORE, COLOMBO, BATAVIA, SURABAYA.



One of our warehouses and packing plants with staff used in various departments, at Shidzuoka, Japan. Our equipment enables us to handle specially packed orders for tea in the most efficient manner.

CHICAGO

NEW YORK

SAN FRANCISCO

## CARTER MACY & CO., Inc.

ESTABLISHED 1850

MAIN OFFICE: 140-142 PEARL STREET, NEW YORK

**Exporters TEA Importers**

### A WORLD-WIDE ORGANIZATION

Our unexcelled facilities and world-wide organization place us in a position to render tea buyers exceptional service. We maintain our own offices in every important tea-producing country Shidzuoka, Yokkaichi, Japan; Taipeh, Formosa; Shanghai and Hankow, China; Batavia, Java; Calcutta, India, Colombo, Ceylon; and London, England. United States Sales Offices—Boston, Philadelphia, Baltimore, Chicago, Cincinnati, St. Louis, St. Paul, Kansas City, San Francisco, Los Angeles, Seattle.



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WE CAN ARRANGE FOR SHIPMENTS OF TEAS TO BE FORWARDED FROM COUNTRY OF PRODUCTION DIRECT TO YOUR FOREIGN CUSTOMER IN ANY PART OF THE WORLD.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



**Jardine, Matheson & Co.,**

LIMITED

Importers of all classes of tea, including

**CEYLONS, INDIAS  
and JAVAS****63 Wall Street, New York****HUNT & CO.**The Oldest Japan Tea Exporting House  
in the Orient**JAPAN TEA :: CHINA TEA****135 Front St., New York****CHICAGO****MONTREAL****326 W. Madison St. 3 St. Nicholas St.***Agencies in Important Cities***Java-Holland-America Trading Company**

(Java-Holland-Amerika Handelscompagnie)

**Importers of Java Tea**AND OTHER DUTCH EAST INDIAN PRODUCE  
DIRECT FROM PLANTATIONS**ROTTERDAM****NEW YORK****JAVA****No. 8 BRIDGE STREET**

Direct all correspondence to the New York Office

**J. C. WHITNEY COMPANY****Exporters TEA Importers****CHICAGO****and****NEW YORK****437 WEST ONTARIO ST.****82 WALL STREET**

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7 SOUTH FRONT STREET, PHILADELPHIA  
714 EQUITABLE BLDG., ST. LOUIS  
149 CALIFORNIA STREET, SAN FRANCISCO  
Sales Agents, Toronto and Montreal, Canada

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SHANGHAI, HANKOW, FOOSHOW, CHINA  
DAITOTI, FORMOSA  
COLOMBO, CEYLON  
CALCUTTA, INDIA  
BATAVIA, JAVA  
LONDON, ENGLAND**PACKERS AND BLENTERS OF TEAS OF EVERY KIND IN  
EVERY VARIETY OF CONTAINER FOR  
PARTICULAR BUYERS****IN CONSTANT AND CLOSE TOUCH WITH ALL  
BUYING AND SELLING MARKETS**

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

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454 Montgomery St.  
San Francisco

CABLE ADDRESS  
MACDO  
SAN FRANCISCO  
All Codes

**MacDonald & Co.**  
**IMPORTERS, EXPORTERS, TEA EXPERTS**  
IMPORTERS OF  
**FINE TEAS**

Coffee, Tapioca, Copra, Rubber, Vegetable Oils, Citronella Oil, Arrack, Sugar, Spices, Dessicated Cocoanut, Cocoa Beans, Dried Egg Yolk and Albumen, Beans, Peas, Capoc.

EXPORTERS. Steel, Machinery, Rails and Accessories, Motors, Oils, Pacific Coast Produce, Wines, Fruits, Chemicals, Rosin, Paper.

BRANCH OFFICE  
37 Liberty St.,  
NEW YORK  
Cable }  
Address } MACDONALD

BRANCH OFFICE  
744 Hastings St., W.  
Vancouver, B. C.  
Canada

**WILLIAM MANN**  
**88 BROAD ST., BOSTON, MASS.**

**TEAS**  
of every description

First hands from India, Ceylon, Java,  
Formosa, China and Japan

Spot, afloat, or for Importations

*We solicit the business of Wholesalers only*

# BULK COCOA

IN BARRELS AND DRUMS

Also packed in tin cans under your

## Private Label

We make American and Dutch  
Process Cocoa.

Write for our *Latest Price List*.

State Style of Packing and  
*Quantity* Required Annually.

Tell us where you saw this  
advertisement.

**Ambrosia Chocolate Co.**

331-333-335 FIFTH STREET  
MILWAUKEE, WIS.

THE PROGRESSIVE CHOCOLATE AND COCOA  
MANUFACTURERS

# VANILLA BEANS

THURSTON & BRAIDICH

27 CLIFF STREET  
NEW YORK

# COCOA POWDER

UNDER DEALER'S BRANDS FOR WHOLESALE GROCERY AND SPECIALTY HOUSES—

In 1s, 1-2s, 1-4s, and 1-5s, packed under customer's labels, or under our own stock labels.  
All goods guaranteed under U. S. Serial No. 151.

## FOUNTAIN CHOCOLATE

IN BULK—Barrels—Kegs—Drums—Tins  
For Soda; Ice Cream; and Baking Trade. Both "Natural" and "Dutch Process" grades.

*Write us for samples and prices. State size used and quality needed. Address*

HOOTON COCOA CO.,

NEWARK, N. J.

## \*MORE PROFIT FROM YOUR COFFEE BUSINESS\*

35 years' experience in supplying the steady requirements of the largest coffee concerns enables HILLIS to turn out

COFFEE SUBSTITUTES—COFFEE FILLERS  
and CHICORY SUBSTITUTES suitable in DRINK, ROAST and GRIND.  
For every purpose

HILLIS' PRODUCTS have been a continued source of revenue for all who  
use them. If interested, write for samples and prices.

HILLIS CEREAL MFG. CO.

Rodney & Ainslie Sts.

Brooklyn, N. Y.

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MEXICANS, BOURBONS  
TAHITI, TONKA BEANS

### FRUIT FLAVORS

**RUSSELL & COMPANY**  
101 Beekman St.  New York City

## VANILLAS

of every variety

ESSENTIAL OILS    ETHERS

**M. L. BARRETT & CO., Importers**  
Oldest Vanilla Dealers in U. S. A.  
233 W. Lake St.    Chicago

## Comores

Bourbon Vanilla Beans  
We are direct receivers  
from the Islands.

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Vanilla Beans  
White and Yellow Label  
Shipments received at  
regular intervals.

**ANTOINE CHRIS CO.**  
18-20 PLATT ST.  
NEW YORK

Chas. Dittmann F. V. Allain Chas. S. Dittmann, Jr.  
Member N. Y. Coffee Exchange

### CHARLES DITTMANN CO. Coffee Commission

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Chicago, 326 River St., Rooms, 215-216

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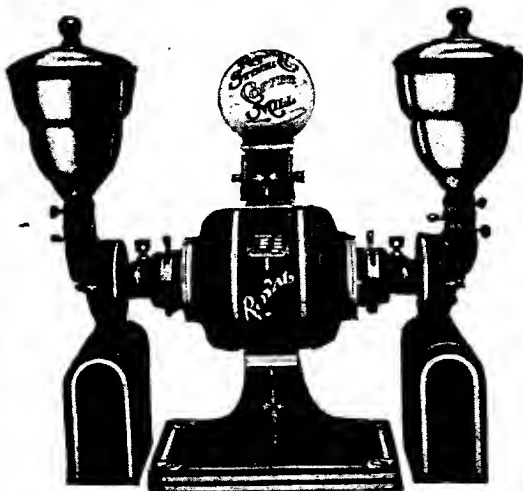
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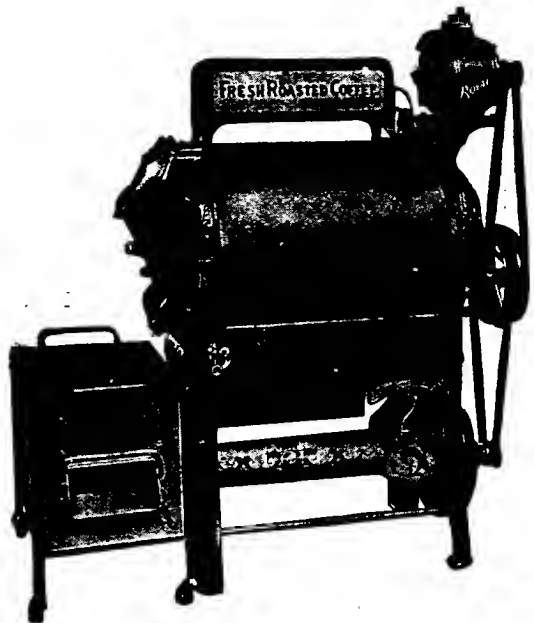
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# THE TEA & COFFEE TRADE JOURNAL

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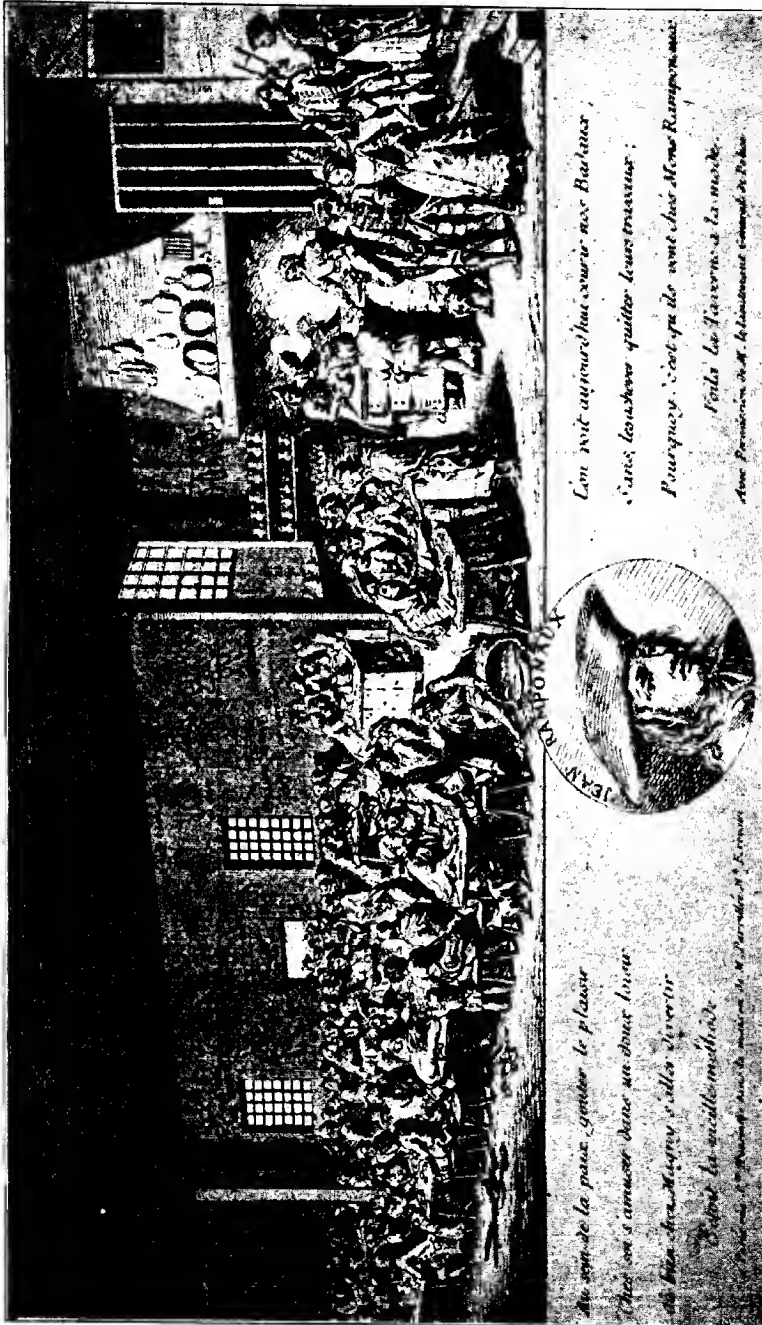
## WHO'S WHO IN THE TRADE



WILLIAM FISHER

President of the St. Louis Coffee Roasters' Association,  
and Vice-President of the C. F. Blanke Tea &  
Coffee Company, St. Louis

See Page 547



### RAMONAUX'S ROYAL DRUMMER, ONE OF THE MOST POPULAR OF THE EARLY PARISIAN CAFES

Started originally as a tavern, this hostelry added coffee to its cuisine and became famous in the reign of Louis XV. Illustration from an early print used to advertise the "Royal Drummer's" attractions.

# A PICTORIAL HISTORY OF COFFEE

## No. 4—EARLY PARISIAN COFFEE HOUSES

¶ This article tells of the introduction of coffee into France and the opening of the first cafés in Paris. It is a faithful account of the important part the Parisian coffee houses played in the development of French literature and the stage, their associations with the Revolution and the founding of the Empire, and describes the quaint customs and patrons of the seventeenth and eighteenth centuries. ¶ The illustrations, which are reproductions from rare French engravings, water colors and prints, picture significant scenes in some of the more notable cafés.

WHETHER France or England was the first to introduce coffee into Western Europe is still a subject of debate among historians of the two countries. One English account asserts that coffee was sold as early as 1650 in Oxford by a Hebrew named Jacobs. French students of coffee history declare there is indisputable record that coffee was brought to France in 1644 direct from Constantinople by a traveler named de la Haye, and also that he carried with him "vessels and an apparatus for making it."

It is generally admitted, however, that France was about twenty years behind England in accepting the coffee house as a permanent acquisition to its social and domestic scheme. It is recorded that the first coffee house in France was opened in 1671, "near the Exchange," in Marseilles.

### COFFEE'S INTRODUCTION TO PARIS

Coffee was first brought to Paris in 1657 by Jean de Thévenot, who had become a devotee to it while traveling in the Levant. He used it privately, and the general public did not have the opportunity to test its lures. Twelve years later word began to circulate through Parisian society circles of the sumptuous coffee functions then being featured by Soliman Aga, ambassador to the Court of King Louis XIV from Mohamet IV. Disraeli wrote that, "On bended knee, the black slaves of the Ambassador, arrayed in the most gorgeous Oriental costumes, serve the choicest Mocha coffee in tiny cups of egg-shell porcelain, hot, strong and fragrant, poured out in saucers of gold and silver, placed on embroidered silk doilies fringed with gold bullion, to the grand dames, who fluttered their fans with many grimaces, bending their piquant faces—be-roughed, be-powdered and he-patched—over the new and steaming beverage."

It was in 1669 that Madame de Sévigné, the

famous French letter-writer, declared, "There are two things Frenchmen will never swallow—coffee and Racine's poetry." Yet madame was destined to live to see Frenchmen yielding at once to the lure of coffee and to the poetical artifices of the greatest literary craftsman of his time.

During the reign of Louis XIV the French courtiers, following the leadership of their sire, disdained to accept coffee on a par with the light wines and beers of the day. It was in the régime of Louis XV that coffee came into its own in royal and court circles. It is recorded that the royal princesses imported \$15,000 worth annually for the use of the royal household.

### THE FIRST PARISIAN COFFEE HOUSE

Its position secure in the higher strata of society, coffee yet had to win favor among the bourgeois, and this could be done only through public coffee houses. Not until 1672, twenty years after Pasqua Rosee opened London's first coffee house, were Parisians able to buy the coffee drink in public. Strangely enough, it was a compatriot of Rosee's, an Armenian by name of Pascal, who set up the first coffee house in Paris. His establishment was not much more than a booth in the Fair of St. Germain, supplemented by the service of Turkish waiter boys, who walked through the crowds and offered the beverage from trays holding small cups of coffee. The fair was held during the first two months of spring, in a large open plot just inside the walls of Paris and near the Latin Quarter. As Pascal's waiter boys circulated through the crowds on those chilly days the fragrant odor of coffee brought many ready sales of the steaming beverage, and soon visitors to the fair learned to look for the "little black" cupful of cheer, or *petit noir*, a name that still endures.

When the fair closed Pascal opened a small



coffee house on the Quai de Étiol, near the Port Neuf, but his frequenters were of a type who preferred the beers and wines of the day and coffee languished. Pascal continued, however, to send his waiter boys with their large coffee jugs, which were heated by lamps, through the streets of Paris and from door to door. Their



A PARISIAN COFFEE PEDDLER WHO VENDED STEAMING HOT DRINKS IN THE STREETS JUST BEFORE THE BEGINNING OF THE CAFÉ.

cry, "Café! Café!" became welcome sounds to many a Parisian, who later missed his *petit noir* when Pascal gave up and moved on to London, where coffee drinking was then in high favor.

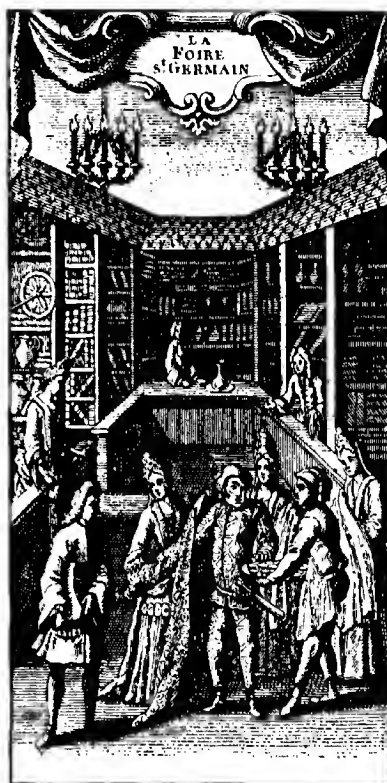
#### THE PROGENITOR OF PARISIAN CAFÉS

Despite Pascal's efforts, the majority of historians are disposed to name the Café de Procope as the true progenitor of the Parisian café. The Procope was opened in 1689 by François Procope from Florence, who had a royal license to sell spices, ices, barley water, lemonade and other such refreshments. He early added coffee to the list and attracted a large and distinguished patronage.

Procope, a keen-witted merchant, according to accounts of the day, made his appeal to a higher class of patrons than did Pascal. He established his café directly opposite the newly-opened Comédie Française, in the street then known as the Rue des Fossés-St. Germain, but now the Rue

de l'Ancienne Comédie. A writer of the period has left this pen portrait of the Café de Procope of that day: "The Café de Procope, \* \* \* was also called the Autre (Cavern) de Procope, because it was very dark even in full day, and ill-lighted in the evenings; and because you often saw there a set of lank, sallow poets, who had somewhat the air of apparitions."

Because of its location the Café de Procope became the gathering place of many noted French actors, authors, dramatists and musicians of the eighteenth century. Voltaire was a constant patron, and until the close of the historic café,



A 17TH CENTURY ENGRAVING OF COFFEE SERVICE IN THE FAIR OF ST. GERMAIN, THE "CRADLE" OF PARISIAN CAFÉS

after an existence of more than two centuries, his marble table and chair were among the precious relics of the coffee house. His favorite drink is said to have been a mixture of coffee and choco-

late. Rousseau, author and philosopher; Beaumarchais, dramatist and financier; Diderot, the encyclopedist; Condorcet, and a host of lesser lights in the French arts, were habitués of François Procope's modest coffee saloon near the Comédie Française.

Naturally, the name of Benjamin Franklin, recognized in Europe as the foremost man in the world in the days of the American Revolution, was often spoken over the coffee cups of Café de Procope, and when the distinguished American died in 1790 this French coffee house went into deep mourning "for the great friend of republicanism." The walls, inside and out, were swathed in black hunting, and the statesmanship and scientific attainments of Franklin were the topics of the hour.

The Café de Procope looms large in the annals of the French Revolution. During the turbulent days one could find at the tables drinking coffee or stronger beverages, and engaged in debate over epoch-making questions, such characters as Marat, Robespierre, Danton, Hébert and Desmoulins. Napoleon Bonaparte, then a poor artillery officer seeking a commission, was also there. He busied himself largely in playing chess, a favorite recreation of the early Parisian coffee house patrons. Legend has it that François Procope once compelled young Bonaparte to leave his hat for security while he sought money to pay his coffee score.

After the Revolution the café lost its literary prestige, and sank to the level of an ordinary restaurant. During the last half of the nineteenth century, Paul Verlaine, Bohemist, poet and leader of the Symbolists, made the Café de Procope his haunt, and for a time it regained some of its lost popularity. Soon after Verlaine died in 1896 the café vanished, after an existence of more than two centuries.

History records that with the opening of the Café de Procope coffee in Paris became firmly established. At the close of the eighteenth century there were more than 800 cafés in the French capital, and the number was steadily increasing.

#### THE DEVELOPMENT OF THE CAFÉS

Coffee's vogue spread rapidly, and many cabarets and famous eating houses began to add it to their menus. Among these was the Tour d'Argent (the Silver Tower), which had been opened on the Quai de la Tourneille in 1582, and speedily became Paris' most fashionable restaurant. It still is one of the chief attractions for the epicure, retaining the reputation for its cooking that drew a host of world leaders, from Napoleon to King Edward VII, to its quaint interior.

Another tavern that took up coffee after Procope was the Royal Drummer, which Jean Ramponaux established at the Courtille des Porcherons. His hostelry rightly belongs to the tavern class, although coffee had a prominent place on its menu. It became notorious for excesses and low-class pleasures during the reign of Louis XV, who was a frequent visitor. The low and high were to be found in Ramponaux's cellar, particularly when some especially wild revelry was in promise. Marie Antoinette once declared she had her most enjoyable time at a certain wild farandole in the Royal Drummer. Ramponaux was taken to the heart of fashionable Paris, and his name used as a trade mark on furniture, clothes and foods.

The popularity of Ramponaux's Royal Drummer is attested by an inscription on an early print, which shows the interior of the café. As seen in the accompanying reproduction of the print, the inscription is in French. A free translation of it reads:

Amidst peace, pleasure enjoying,  
At home gently to beguile away the time,  
Or else at Magny to go and have a little fun.  
That was the old way.

To-day we see our cockneys run away;  
Leaving their work unfinished.  
Why? Because they go to Mr. Ramponaux,  
Which is the fashionable Tavern.

Naturally when coffee houses began to crop up rapidly in Paris, the majority centered in the Palais Royal, "that garden spot of beauty, enclosed on three sides by three tiers of galleries," which Richelieu had erected in 1636, under the name of Palais Cardinal, in the reign of Louis XIII. It became known as the Palais Royal in 1643, and soon after the opening of the Café de Procope began to blossom out with coffee stalls, or houses, beside the other shops that occupied the galleries overlooking the gardens.

#### LIFE IN THE EARLY COFFEE HOUSES

Diderot tells in 1766, in his "Rameau's Nephew," of the life and frequenters of one of the Palais Royal coffee houses, the Regency:

"In all weathers, wet or fine, it is my practice to go towards five o'clock in the evening, to take a turn in the Palais Royal. \* \* \* If the weather is too cold or too wet I take shelter in the Regency coffee house. There I amuse myself by looking on while they play chess. Nowhere in the world do they play chess as skilfully as in Paris, and nowhere in Paris as they do at this coffee house; 'tis here you see Légal the profound, Philidor the subtle, Mayot the solid; here you see the most astounding moves, and listen to the sorriest talk, for if a man be at once a wit and a great chess player, like Légal, you may also be a great chess player and a sad simpleton, like Joubert and Mayot."

The beginnings of the Regency coffee house are associated with the legend that Lefèvre, a Parisian, began peddling coffee in the streets of Paris about the time Procope opened his café in 1689. Legend has it that later Lefèvre opened a café near the Palais Royal, selling it in 1718 to one Leclerc, who named it the Café de la Regence,

Henry Murger are names still associated with the memories of this historic café.

Chess is still a feature at the Regence, although the players are not, as were the earlier patrons, obliged to pay by the hour for their tables with extra charges for candles placed by the chessboards. The present Café de la Regence is now on the Rue St. Honoré, but retains in large measure its aspect of olden days.

#### THE CAFÉS IN THE FRENCH REVOLUTION

The Palais Royal coffee houses were centers of activity in the days preceding and following the Revolution. A picture of them in the July days of 1789 has been left by Arthur Young, who was visiting Paris at that time: "The coffee houses



RARE PRINT OF AN EARLY PARISIAN COFFEE HOUSE BEFORE THE REVOLUTION, SHOWING CHARACTERISTIC ARMENIAN DECORATIONS

in honor of the Regent of Orleans, a name that still endures on a broad sign over its doors.

To name the patrons of the Café de la Regence in its long career would be to outline a history of French literature for more than two centuries. There was Philidor, the "greatest theoretician of the eighteenth century, better known for his chess than his music"; Robespierre, of the Revolution, who once played chess with a girl, disguised as a boy, for the life of her lover; Napoleon, who was then noted more for his chess than his empire building propensities, and Gambetta, whose loud voice, generally raised in debate, disturbed one chess player so much that he protested because he could not follow his game. Voltaire, Alfred de Musset, Victor Hugo, Théophile Gautier and



A CORNER OF THE HISTORIC CAFÉ PROCOPE, SHOWING VOLTAIRE AND DIDEROT IN DEBATE. FROM A RARE WATER COLOR

present yet more singular and astounding spectacles; they are not only crowded within, but other expectant crowds are at the doors and windows, listening a *gorge deployée* to certain orators who from chairs or tables harangue each his little audience; the eagerness with which they are heard, and the thunder of applause they receive

for every sentiment of more than common hardness or violence against the government, cannot easily be imagined."

The Palais Royal teemed with turbulent Parisians on the fateful Sunday of July 12. The moment was fraught with revolution when from the Café Foy emerged Camille Desmoulins, a youthful journalist. Standing on a table outside the café, Desmoulins began his harangue which was to eventuate in the tocsin of the French Revolution. Hot with anger, he raised the passions of the mob to a frenzy, and at the conclusion of his speech he and his followers "marched away from the Café Foy on their errand of Revolution." The Bastille fell two days later.

As though abashed by its reputation as the starting point of the mob spirit of the Revolution, Café Foy became in after years a sedate gathering place of artists and literati. Up to its close it was distinguished among other famous Parisian cafés for its exclusiveness and strictly enforced rule of "no smoking."

Even from the first the Parisian cafés catered to all classes of society, and unlike the London coffee houses they retained this distinctive characteristic. A large majority, however, did branch out to include other liquid and substantial refreshments, many becoming out and out restaurants.

#### COFFEE HOUSE CUSTOMS AND PATRONS

Coffee's effect on Parisians is described by an unknown writer of the latter part of the eighteenth century:

"I think I may safely assert," he said, "that it is to the establishment of so many cafés in Paris that is due the urbanity and mildness discernible upon most faces. Before they existed, nearly everybody passed his time at the cabaret, where even business matters were discussed. Since their establishment, people assemble to hear what is going on, drinking and playing only in moderation, and the consequence is that they are more civil and polite, at least in appearance."

Montesquieu's satirical pen pictured in his "Persian Letters" the earliest cafés as follows:

"In some of these houses they talk news, in others they play draughts. There is one where they prepare the coffee in such a manner that it inspires the drinkers of it with wit; at least of all those who frequent it there is not one person in four who does not think he has more wit after he has entered that house. But what offends me in these wits is that they do not make themselves useful to their country."

Montesquieu met up with a geometrician outside a coffee house on the Pont Neuf and accompanied him inside. He describes the incident in this manner:

"I observe that our geometrician was received there with the utmost officiousness, and that the coffee house boys paid him much more respect than two muskettiers who were in a corner of the room. As for him, he seemed as if he thought himself in an agreeable place; for he unwrinkled his brows a little and laughed, as if he had not the least tincture of geometrician in him. \* \* \* He was offended at every start of wit, as a tender eye is by too strong a light. \* \* \* At last I saw an old man enter, pale and thin, whom I knew to be a coffee house politician before he sat down; he was not one of those who are never to be intimidated by disasters, but always prophesy of victories and success; he was one of those timorous wretches who are always boding ill."

Café Momus and Café Rotonde figure conspicuously in the record of French Bohemianism. The Momus stood near the right bank of the River Seine in Rue des Prêtres St. Germain, and was known as the home of the Bohemians. The Rotonde stood on the left bank at the corner of the Rue de l'Ecole de Médecine and the Rue Hautefeuille.

Alexandre Schanne has given us a glimpse of Bohemian life in the early cafés. He lays his scene in the Café Rotonde, and tells how a number of poor students were wont to make one cup of coffee last the coterie a full evening by using it to flavor and color the one glass of water shared in common. He says:

"Every evening, the first comer at the waiter's inquiry, 'What will you take, sir?' never failed to reply, 'Nothing just at present, I am waiting for a friend.' The friend arrived, to be assailed by the brutal question, 'Have you any money?' He would make a despairing gesture in the negative, and then added, loud enough to be heard by the *dame du comptoir*, 'By jove, no; only fancy, I left my purse on my console-table, with gilt feet, in the purest Louis XV style. Ah! what a thing it is to be forgetful.' He would sit down, and the waiter would wipe the table as if he had something to do. A third would come, who was sometimes able to reply, 'Yes, I have ten sous.' 'Good!' we would reply; 'order a cup of coffee, a glass and a water bottle; pay and give two sous to the waiter to secure his silence.' This would be done. Others would come and take their places beside us, repeating to the waiter the same chorus, 'We are with this gentleman.' Frequently we would be eight or nine sitting at the same table, and only one customer. Whilst smoking and reading the papers we would, however, pass the glass and bottle. When the water began to run short, as on a ship in distress, one of us would have the impudence to call out, 'Waiter, some water!' The master of the establishment, who understood our situation, had no doubt given orders for us to be left alone, and made his fortune without our help. He was a good fellow and an intelligent one, having subscribed to all the scientific journals of Europe, which brought him the custom of foreign students."

Another café perpetuating the best traditions

of the Latin Quarter was the Vachette, which survived until the death of Jean Moréas in 1911. The Vachette is usually cited by antiquarians as a model of circumspection as compared with the scores of cafés in the Quarter that were given up to debasing debaucheries. One writer puts it: "The Vachette traditions leaned more to scholarship than sensuality."

In the late seventeenth and early eighteenth centuries the Parisian café was truly a coffee house, but as many of the patrons began to while away most of their waking hours in them the proprietors added food and other beverages to hold their patronage. Consequently we find listed among the cafés of Paris some houses that are more accurately described as restaurants, although they may have started their careers as coffee houses.

#### HISTORIC PARISIAN CAFÉS

Some of the historic cafés are still thriving in their original locations, though the majority have passed into oblivion. Glimpses of the more famous houses are to be found in the novels, poetry and essays written by the French literati who patronized them. These first-hand accounts give insights that are sometimes stirring, often amusing and frequently revolting—such as the assassination of St. Fargeau in Pevrier's low-vaulted cellar café in the Palais Royal.

There is Magny's, originally the haunt of such literary men as Gautier, Taine, Saint-Victor, Turguenev, de Goncourt, Soulie, Renan, Edmond. In recent years the old Magny's was razed, and on its site was built the modern restaurant of the same name, but in a style that has no resemblance to its predecessor. Even the name of the street has been changed, from Rue Contrescarpe to the Rue Mazet.

Méot's, the Véry, Beanvilliers', Masse's, the Café Chartres, the Trois Frères Provençaux, and the du Grand Commun, all situated in the Palais Royal, are cafés that figured conspicuously in the French Revolution, and are closely identified with the French stage and literature. Méot's and Masse's were the trysting places of the Royalists in the days preceding the outbreak, but welcomed the Revolutionists after they came in power. The Chartres was notorious as the gathering place of young aristocrats who escaped the guillotine, and, thus made bold, often called their like from adjoining cafés to partake in some of their plans for restoration of the empire. The Trois Frères Provençaux, well known for its excellent and costly dinners, is mentioned by Balzac, Lord Lytton and Alfred de Musset in some of their novels. The Café du Grand Commun appears in

Rousseau's "Confessions" in connection with the play "Devin du Village."

Among the most famous of the cafés on the Rue St. Honoré were Venua's, patronized by Robespierre and his companions of the Revolution, and perhaps the scene of the inhuman murder of Berthier and its revolting aftermath; the Mapinot, which has gone down in café history as the scene of the banquet to Archibald Alison, the 22-year-old historian, and Voisin's café, around which still cling traditions of such literary lights as Zola, Alphonse Daudet and Jules de Goncourt.

Perhaps the Boulevard des Italiens had, and still has, more fashionable cafés than any other section of the French capital. The Tortoni, opened in the early days of the Empire, was the most popular of the other boulevard cafés, and was generally thronged with the fashionables from all parts of Europe. Here Louis Blanc, historian of the Revolution, spent many hours in the early days of his fame. Talleyrand, Rossini, the musician, and Alfred Stevens and Edouard Manet, artists, are some of the names still linked with the traditions of the Tortoni. Further down the boulevard were the Café Riche, Maison Dorée, Café Anglais, and the Café de Paris. The Riche and the Dorée, standing side by side, were both high priced and noted for their wild revelries. The Anglais, which came into existence after the snuffing out of the Empire, was also distinguished for its high prices, but in return gave an excellent dinner and fine wines. It is told that even during the siege of Paris the Anglais offered its patrons "such luxuries as ass, mule, peas, fried potatoes and champagne."

Probably the Café de Paris, which came into existence in 1822, in the former home of the Russian Prince Demidoff, was the most richly equipped and elegantly conducted of any café in Paris in the nineteenth century. Alfred de Musset, a frequenter, said, "You could not open its doors for less than 15 francs."

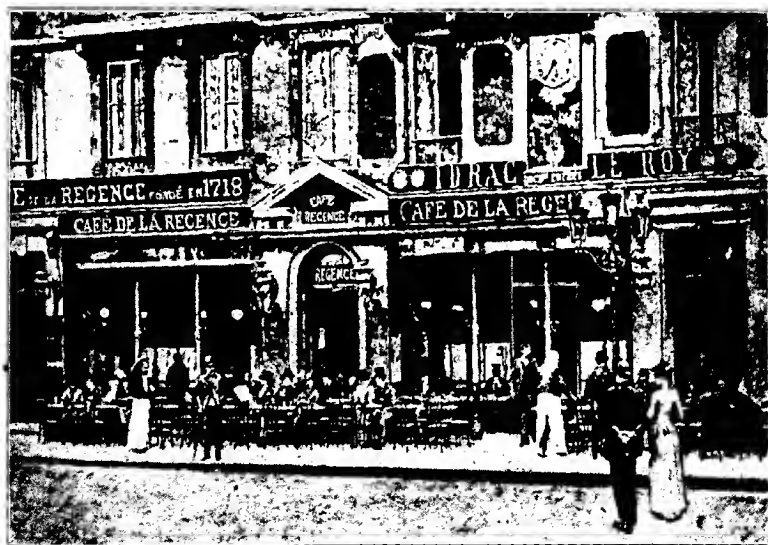
The Café Littéraire, opened on Boulevard Bonne Nouvelle late in the nineteenth century, made a direct appeal to literary men for patronage, printing this footnote on its menu: "Every customer spending a franc in this establishment is entitled to one volume of any work to be selected from our vast collection."

The names of Parisian cafés once more or less famous are legion. Some of them are:

The Café Laurent, which Rousseau was forced to leave after writing an especially bitter satire: the English Café, in which eccentric Lord Wharton made merry with the Whig habitues; the Dutch Café, the haunt of Jacobites; Terre's,



THE INTERIOR OF AN OLD-TIME CAFÉ AS IT APPEARED AT THE BEGINNING OF THE 19TH CENTURY



THE MODERN ASPECT OF THE FAMOUS OLD CAFÉ DE LA RÉGENCE. PICTURE TAKEN ABOUT 1880

GLIMPSES OF HISTORIC PARISIAN COFFEE HOUSES

in the Rue Neuve des Petits Champs, which Thackeray described in "The Ballad of Bouilabaisse"; Maire's, in the Boulevard St. Denis, which dates back beyond 1850; the Café Madrid, in the Boulevard Montmartre, of which Carjat, the Spanish lyric poet, was an attraction; the Café de la Paix, in the Boulevard des Capucines, the resort of Second Empire Imperialists and their spies; the Café Durand, in the Place de la Madeleine, which started on a plane with the high-priced Riche, and recently ended its career; the Rocher de Cancale, memorable for its feasts and high-living patrons from all over Europe; the Café Guerbois, near the Rue de St. Petersbourg, where Manet, the Impressionist, after many vicissitudes, won fame for his paintings and held court there for many years; the Chat Noir, on the Rue Victor Massé at Montmartre, a blend of café and concert hall, which has since been imitated widely, both in name and feature.

### JAVA TEAS IN THE U. S.

#### Some Pertinent Statements About the American Market, Intended Primarily for Growers in Netherlands India

THE following analysis of the market for Java teas in the United States was prepared for the sixth annual yearbook of the Holland-American Chamber of Commerce of San Francisco by Charles Elliott, tea expert with MacDonald & Co., San Francisco:

The following remarks on the market in the United States for Java teas are merely a statement of plain facts which I think should interest the growers of tea in Java, and if they appear a little harsh at times, I can only say that they are written entirely in the interests of the tea growers.

There has been for some time a general prejudice against Java teas in the markets of the United States, and this was caused originally by shipments of teas which were poorly manufactured and mostly grown from China seeds. The improvement in the growth and manufacture of teas grown from India hybrid seed has done a good deal toward eliminating this prejudice, but much of it still remains, and it can only be entirely eliminated by the growers themselves in having for their motto "quality and not quantity." The many ways in which the quality may be improved are no doubt well known to the growers, and therefore any advice on this point is probably unnecessary.

The exports from Java to the United States show a tremendous increase in the year 1917, as against those of the year 1916, and this is in a great measure due to the fact that an embargo was placed upon the importation of Java teas in both England and Australia. About a year ago the first really large shipments of Java teas were sent to the United States, and arrived at a time when the principal markets were bare of Ceylon and British Indian teas. As a result these teas fetched high prices, not because they were a satis-

factory substitute for Ceylon teas, but because the buyers had to have some tea. These high prices were promptly reported to Java without any proper explanation of the reason for them, and therefore created a false impression as to the market values in the United States, and increasingly heavier shipments were made, with the natural result that the prices began to decline.

The Java teas with good liquors did a great deal toward overcoming the buyers' prejudice against them, but the teas with poor liquors had a tendency the other way. It may be generally stated that buyers will not purchase Java teas instead of Ceylons if there is only a difference of one or two cents per pound in the price. The prices have to show a very big difference to induce the buyers to favor Javas, and even then they cannot use them entirely in place of the Ceylons. The high rate of exchange and heavy cost of freight from British India as compared with Java make it impossible for British India to compete in price with Java under present conditions, but we should look farther ahead—in fact, to future normal conditions—and if Java teas are to become firmly established in the United States markets it will be necessary to produce and manufacture teas with better liquors so that they may compete more favorably with the British India teas.

I do not wish to be misunderstood. I have only been speaking in a general way of Java teas. A certain number of plantations are producing and shipping good flavory teas with a certain amount of point and pungency, and I see no reason why with careful attention to the cultivation and manufacture other plantations of similar altitudes should not produce equally good teas. There is already a general inquiry for good liquoring Java teas, and they should find a fairly ready sale, but teas with nondescript liquors are at present a drag on the market.

The percentage of broken teas in the output from Java is extremely high, averaging about 60 per cent, and steps should be taken to reduce this percentage if possible, as broken teas, even fair broken Orange Pekoes, especially if very small, are only used in comparatively small quantities in the United States. The reason for this is that blending is not conducted in the same way nor to the same extent in the United States as it is in London, and whilst the London market could use a large quantity of broken teas, this is not the case with the United States.

There is another point which growers will do well to take notice of, and that is that very bold or large leaf Pekoes and Pekoe Souchongs are not desirable for this market, and therefore it would be well for such teas to be milled in Java before shipped. Buyers are already beginning to use satisfactorily some of the small leaf Souchongs, and no doubt in time they will become accustomed to them.

I will conclude by stating that if the tea growers in Java will produce better liquoring teas, even at the cost of somewhat curtailing their output, they will do more toward popularizing Java teas in the United States than anything else that can be done.

## POST-WAR COFFEE COMPLICATIONS

¶ With the coming of peace, the coffee trade finds itself in an alarming position, with scant supplies and rising costs. ¶ Trade organizations, importers and jobbers say that unless the government regulations are withdrawn chaos will result. ¶ The Food Administration announces that it cannot rescind all rules, but grants some modifications.

NEVER has the coffee trade of the United States been in such a serious condition as it found itself at the termination of the war. Importers and roasters during the month have been up in arms over the situation, appealing to the United States Food Administration to withdraw all its restrictions so that the trade can resume operations and stave off a possible coffee famine in this country.

Leading coffee traders have pointed out that during the period of Government control visible supplies in this country have steadily decreased, until now there is an alarmingly low stock, speculation in producing countries has grown rampant, and prices have ascended to heretofore unheard-of levels. Practically the entire trade joined in the appeal to Washington to remove the regulations immediately, their petitions generally being that if the rules are not rescinded at once further complications can be expected.

### GOVERNMENT'S RULES ARE PROTESTED

The first appeal came from the New York Coffee Exchange, President Stephen H. Dorr telegraphing to the United States Food Administration on November 11 that conditions appeared to be rapidly reaching a crisis, and that the New York Coffee and Sugar Exchange should be reopened for trading in coffee, "with a contract absolutely free from restrictions." The telegram also requested that the rules and regulations be abolished, "with the exception of that they shall continue to apply to all coffee, spot or afloat, at the date fixed for the resumption of trading on the Exchange. We think that it would serve no useful purpose, and, in fact, be directly harmful, to attempt to resume trading with a contract restricted in any way."

The Green Coffee Association of the San Francisco Chamber of Commerce endorsed President Dorr's petition in a telegram of its own to the Food Administration, dated November 14, in which it was said:

"Coffee regulations of United States are an aid instead of hindrance to speculation in foreign countries, as American importer has no opportunity to make himself felt competitively, and pro-

ducing countries are rapidly selling their lower price holdings to foreign accounts, figuring, quite correctly, that American importers would be forced to take higher price offerings when pressure, through lack of supply in this country, dictate higher level. From our experience with producing countries we feel if regulations continue and free imports prevented, there is no limit to ultimate advance, but if the American importers are given a chance for free and unhampered action active competition will finally settle the article to natural basis of supply and demand."

The New Orleans Board of Trade also telegraphed the Administration, under date of November 15, asking that the New York Exchange be opened, and recommending "unrestricted trading in contracts for delivery not earlier than March, 1919; no trading in contracts for earlier delivery account of present small spot and afloat supply." Charles Dittman, chairman of the coffee committee, signed the telegram.

### THE FOOD ADMINISTRATION'S ANSWER

The Food Administration's answer to the New York Exchange petition came by telegraph on November 18, and was as follows:

"The United States Food Administration, in view of the signing of the armistice, and with a desire to assist in the resumption of business on a normal basis as speedily as possible, are disposed to remove as far as consistent with safety, regulations covering coffee. With this end in view, rules governing trading in coffee futures on the New York Coffee and Sugar Exchange will be rescinded, the date effective to be determined by your board, and announced to us by wire before publication to the public. Existing regulations and rules covering transactions in actual coffee continue in force until further notice. A copy of this goes to our advisory committee."

### THE SECOND PROTEST

New York, New Orleans and San Francisco Exchange members were unanimous in expressing their dissatisfaction with the Food Administration's answer, President Dorr, of the New York Exchange sending another communication on November 20, together with a petition from the New York trade. Mr. Dorr had this to say:

"The restrictions imposed by the Administration have prevented speculation and profiteering



in this country during the war. They have incidentally encouraged speculation in producing countries by creating a large shortage here. By limiting the quantities imported, limiting profits, and depriving our merchants of the open trading market which has existed on this Exchange for thirty-five years, these restrictions have now produced a situation more nearly approaching a corner of monopoly, in favor of the foreign producers and unfortunate for consumers, than has ever existed in the history of the coffee trade.

"Large supplies which those restrictions have prevented from coming here, are now held by foreign producers and speculators at prices 50 to 100 per cent higher than prevailed six months ago.

"The war is practically over, and the markets of the world, including millions of people in Central Europe whose supplies are exhausted, will soon be free to compete for the surplus stock existing in exporting countries, which Mr. Hoover stated in his address at Washington on November 12, is more than a sufficiency to carry the world during the next twelve months on any basis of likely demand."

"Only sixty days' visible supply of coffee remains in this country."

The petition which accompanied President Dorr's statement was signed by Hard & Rand, Leon Israel & Bros., Wm. Bayne & Co., Williams, Russell & Co., Davison & Murphy, E. H. & W. J. Peck, Steinwender, Stoffregen & Co., J. Aron & Co., A. C. Israel, P. C. Meehan & Co., M. Levy's Sons, Sorenson & Nielsen, Charles F. Blake, B. Fischer & Co., L. M. Minford, Fromm & Co., Bloom Bros., George H. McFadden & Bro., A. Reamer, R. C. Stewart & Co. and Joshua Walker. The petition pointed out that if unrestricted exchange trading were permitted while coffee itself remained restricted, "the result would be chaotic and introduce a worse confusion into the present disturbed situation. \* \* \* We consider it our duty to express our strong belief that the half measure of unrestricted trading in one place and restricted trading in another would accomplish no real good, but, on the contrary, much real harm."

During the exchange of telegrams the Food Administration's advisory committee and a special committee on reopening the Exchange, consisting of Leon Israel, C. A. Fairchild, Walter Murphy and Stephen Dorr, had several conferences. The Exchange committee finally went to Washington on November 23. This committee reported on December 2, saying that the "General Rules" governing all foodstuffs during the war were proclaimed by the President of the United States and cannot be changed by the Food Administration. The application of the rules is left, however, to the Administration, whose jurisdiction ends with the signing of peace. "The Administration," continued the report, "is disposed to modify existing Special Rules. \* \* \* The modifications are embraced in the enclosed communication."

The following is a synopsis of the changes made in the rules governing green coffee trading which were sent the New York Coffee Exchange under date of December 2, and signed by George W. Lawrence for the United States Food Administration:

"The profits as stipulated under the existing rules covering coffee, spot, and which is afloat for this country up to December 15, 1918, are to remain unchanged. On coffee shipped after December 15, 1918, the maximum average gross profit shall be 7½ per cent over purchase price, plus the charges now permitted under the rules—such average profit to be figured on a three months' basis. The idea of this change being to enable dealers to make an average profit on three months' business rather than a fixed profit on each particular lot.

"Rule 4, covering the number of resales permitted, remains in effect, but the elimination of profits on such resales in so far as coffee afloat after December 15, is governed only by the average profit of 7½ per cent mentioned above.

"The rule limiting stocks to ninety days' supply in this country will not be changed. This has no bearing on coffee to arrive.

"Attention is called to the following: Import licenses will be issued freely to all licensees in good standing, irrespective of their business for the years 1916-17.

"Arrangements have been made that import license numbers are not required to be furnished to the United States Consul at port of shipment, and the only requirements now in force for import licenses is that the buyer must hold an import license from the War Trade Board in order that proper entry can be made."

#### TRADE OPINION IN NEW YORK

Following the receipt of the Administration's change of rules, a general meeting of New York Exchange members was called for December 9, to decide whether the Exchange should be reopened under the new conditions. The meeting resulted in a tie vote of 39 to 39, and the question was referred back to the Board of Managers.

After the changes were announced opinion in the New York trade seemed divided on whether futures trading would be resumed. Those in opposition seem to fear an aggressive speculative movement and increased cost of doing business. Coffee men favoring the opening believe that the obstacles can be overcome and trading resumed.

#### "COFFEE" FROM ACORNS

California advices are that seven kinds of "coffee" are made from acorns by Mrs. Nellie Taylor, operator of a large ranch near Plymouth, Cal. She declares that the drink is palatable and refreshing, and that many of her white and Indian neighbors use acorn "coffee."

## THE COFFEE CONTROL FIASCO

Official Regulations Lead to Exhausted Supplies  
and High Prices—Producers Are Now  
the Dictators—Recovery May Be  
Extremely Slow

By C. K. TRAFTON  
New York

AS far as remarkably abnormal and absolutely intolerable conditions are concerned, it is safe to say that the year now drawing to a close has been without parallel in the history of the coffee trade. In a season noteworthy for large supplies and restricted channels of distribution, there seemed to be no reason why merchants in this country, practically the only large remaining outlet, should not retain entire control of the situation. As a matter of fact, just the reverse has occurred, and with all due respect to the Food Administration, and full recognition of the great work they have done in checking the rising cost of other commodities, the conclusion that they are largely responsible for present chaotic conditions and the striking advance in prices cannot be denied, although other organizations are not entirely guiltless.

The United States Shipping Board, for instance, for many months failed to take forceful action against flagrant profiteers in ocean freight room, whose manipulations added from one to two cents to the cost of importing coffee. Just before the Administration assumed control of coffee the so-called "official" freight rate from Rio to New York was supposed to be \$1.50 per bag, which was certainly an attractive price to shipowners, who had been glad to accept 35 cents before the war. Nevertheless, at the time official control started as high as \$2 per bag had been paid for parcel room, which subsequently rose to \$4 and over. It was not until May, 1918, that the Shipping Board took drastic steps to stop this profiteering.

### CONTROL BY REGULATION

The freight situation was the principal cause of the advance of about two cents that had occurred up to February 1, the time the Food Administration began to display uneasiness, announcing that all importers and dealers in green coffee would be required to secure a license. On February 6 the big blow came, rules being issued fixing the maximum price for the spot month in the futures market at 8½ cents; prohibiting dealers from securing more than normal pre-war profits or holding supplies in excess of ninety days' requirements, and greatly limiting resales.

The Administration believed that these rules would prevent further advances by discouraging hoarding and speculative buying. Such discouragement proved to be effective as far as this country was concerned, but just the opposite has been true in producing countries, where hoarding and speculation have run rampant, fostered partly by hopes of an early peace and claims of serious frost damage last summer.

Future contracts in New York broke 1½ to 1¼ cents on the day the rules were issued, and as prices were well below the fixed maximums no uneasiness was displayed. There seemed to be no reason for anxiety, inasmuch as clearances from Brazil had been liberal and the quantity in sight was enough for about five months' requirements, being 2,470,000 bags, against 2,340,000 a year previous. Moreover, Brazilian stocks were 2,000,000 bags larger than ever before known.

Nevertheless, far-seeing traders predicted that the bearish statistical position in this country would not last long, basing their opinion on fears of a growing scarcity of tonnage and the official notice that a 50 per cent reduction would be forced in the importation of "non-essentials," among which coffee was included. Indeed, tonnage soon became so scarce as to stop cost-and-freight business almost entirely. Importation was also seriously curtailed shortly afterwards by the fact that future contracts reached the maximum levels, which stopped speculative buying and deprived importers of hedging facilities. This was reflected by a steady diminution in Brazilian clearances after May, until in October the total had shrunk to the insignificant figure of 148,000 bags. Clearances to this country from February to November, inclusive, were only 3,381,000 bags, against 4,996,000 for the same time last year. The quantity now afloat for the United States is only 212,000 bags, and a short time ago it was down to 157,000, contrasting sharply with the million bags or more generally en route at this season. At the same time warehouse deliveries averaged heavier than for the same period last year. As a result the visible supply of Brazilian coffee has been reduced to about 996,000 bags, against 2,432,000 a year ago, and the same is true to a smaller extent of mild coffees.

### BRAZIL'S HUGE STOCKS

Another result was an unprecedented accumulation in Brazil. Stocks at the ports are about 8,700,000 bags; about two-thirds of the last crop is still back in the country, and indications are that by next July there will be enough coffee in sight to supply the world for about two years.

Despite these facts, prices there have advanced 100 per cent or over, while in our markets Brazilian grades are from 75 to 100 per cent higher, and mild grades, roughly, 80 per cent higher.

As a result of vigorous anti-regulation propaganda coming from all over the country for many months, the Administration, realizing the disastrous results of their measures, have held several conferences with leading members of the New York trade. The outcome was the issuance of materially modified regulations, which were endorsed by the trade's special committee, although there are some traders who believe that as long as restrictions are only partially lifted complications are bound to ensue that will eventually make conditions even more complicated than at present. The more optimistically inclined, however, believe that an important step has been taken toward improvement, and that the more liberal issuance of import licenses, for which provision is made, will lead to heavy purchases in producing countries, thereby averting the threatened famine.

#### THE COST OF GOVERNMENT CONTROL

Even so, it is clear that the ill effects of official control will be felt for many months, if not a year, to come, and they have already cost the trade many millions of dollars. Large quantities of mild coffees have been bought for shipment early in 1919, but only a small quantity of Brazilian has been contracted for. Doubtless prices there will score a further material advance as soon as our importers begin to buy freely. Not only will importers be forced to pay record-breaking prices, but they must also take the chances of further serious losses in the event of a material drop in values. In short, present prices are out of all proportion to conditions now existing in primary markets, and fully discount anything bullish that might occur in the future. Hence it seems unreasonable to expect that prices will be maintained when the new crop movement begins in Brazil next summer.

#### THE EFFECT ON THE CONSUMER

It should be borne in mind that the consumer has only begun to feel the effects of the sharp advance in green coffee prices. While the latter have jumped up from 6 to 9 cents, retail prices are only 3 to 5 cents higher; but inasmuch as roasters have been paying steadily advancing prices, and seem destined to pay still more before supplies become normal, a further substantial advance in roasted coffee prices is inevitable. Some roasters have already suspended business, while others have been running at a loss, and hence it is evident that they must soon advance prices materially.

## MISGUIDED COFFEE REGULATION

### A Review and Discussion of the Government's Attempt to Control the Trade, Which Has Resulted in Higher Prices and Reduced Stocks\*

BY HORACE T. TOMPKINS  
Philadelphia

THE Washington food bureau was originated chiefly to feed our allies. In this it has been successful. Secondly, it has attempted some regulation of food prices and distribution in this country. In this it has failed. The story of the bureau's efforts in coffee illuminates the bureau's methods—that end in failure.

The war closed some of the world's great coffee markets. Our own country has been the one large steady customer for coffee. In areas of production there are, speaking roughly, three crops in sight—the one now growing, the one last picked and still held back on plantations, and the visible crop now on offer on foreign exporting markets. Under ordinary conditions three crops unmarked would lower prices far under cost. But all through the years of war there has been a faith, universal among traders and growers, that the termination of war would be followed by a wild coffee market. Countries whose stocks had been exhausted would replenish. Both traders and growers have been patiently reserving a margin of supply on which to harvest the war-end fortune. It is this faith that has held primal markets at a point somewhat above cost of production.

There came a time when shipowners began profiteering on freight tariffs. On tea ship rates were advanced all of 7 cents a pound. These rates are under control of the Tokio Government. But alas! the profiteers' is a wine of irresistible bouquet. The orgy was on. Our ally joined the thronging table. In this matter of tea freight rates our diplomacy assumed its historic characteristic—a still star in our troubled night. They call it "watchful waiting"—during which the high rates have remained high. "Watchful waiting" and the food bureau together (the latter is not regulating poor merchandising) are costing the country on this season's crop of tea \$10,000,000 needlessly paid to the Orient. Our new ambassador to Tokio is described in a recent news item as being very popular among the Japanese. Between South America and the United States freight tariffs on coffee were advanced more than 200 per cent. This made the coffee market here lower than prices in South America plus the advanced rates. In this stage it became unprofitable

\* From the Philadelphia "Public Ledger."

to import coffee and our stocks grew lighter.

Next came the need of our Government for ships. It developed that there would be a limited number of ships available for carrying coffee.

#### PROFITEERS GRAB CHANCE

To buy coffee here at the prevailing low prices when but little more could be imported looked attractive to the alert profiteer. Cotton gamblers and stock speculators began the buying, the coffee trade following the pack cheerily-o-cheerily. It was a "sure thing." Prices on green coffee leaped. An advance of 2 cents a pound was scored in a few days. This, however, was merely "warming up"; 35 cents, 40 cents, 45 cents, 50 cents lowest was in plain sight—cheerily-o-cheerily. Then the food bureau stepped in. The Shipping Board loaned ships. Coffee paused in its leap. The stock of coffee in cotton gamblers' hands was so considerable that to save loss from unloading the gamblers appear to have regularly entered the coffee trade. Coffee licenses seem to have been granted the outside speculators. Nevertheless, notwithstanding this, the first mistake, the food bureau deserves credit for putting an end to the speculation. It was admirable work.

Success is not an easy thing to bear. The hour of triumph calls for the closest vigilance. This initial success in regulating coffee wrought in the food bureau a spirit of arrogance and a rule of carelessness. It was clear from the very start that the bureau's aim must be to keep the coffee trade in action, that coffee might continue flowing here; and in harmonious co-operation with the bureau that prices might show no advance. It was clear that some "plan" must be mapped out and amicably worked out by the bureau and the coffee trade. Instead, Tiglath Pileser at last enthroned himself in the bureau. With no definite programme, he gave the trade to understand that any coffee dealer who ignored his rulings would be put out of business. As commerce in coffee must henceforth be conducted on "rulings," the trade became anxious as to the nature of the "rulings." Washington was visited. It was pointed out to the bureau that it required "coffee experts" to accomplish the aims of Government. This seemed reasonable. The bureau gathered in some "experts"—from among speculators in coffee in New York.

#### THE REIGN OF RULINGS

Amicable relations being thus established between Tiglath and the speculators, the "rulings" followed.

A "ruling" was made that all "small" dealers

through the country must unload stocks in excess of ninety days' requirements. Another "ruling" prohibited profits exceeding 5 per cent. These two rulings secured—for a time—a bad market in this country, during which coffee markets in South America were in strange activity at the reasonable figures resulting from the bad markets here. Who were the buyers in South America? They are not disclosed; but perish the thought that they were the patriotic speculators who were in concord with the "experts" of the food bureau. Suddenly South American markets vaulted—the New York market following. What put these markets up in spite of Tiglath's "rulings"? The question is easily answered. Pileser made more "rulings." The "ruling" was made that dealers would be allowed to "average" the cost of stocks with the price of purchases. Dealers were not confined to making "one" average—they could keep buying and averaging "up" indefinitely. Another "ruling" was made that dealers would be permitted to add one-eighth of a cent a pound a month to the import cost; not inventory cost, but the actual import cost; the result being that to old stocks held for, say, two years, one-eighth of a cent a month was allowed to be added with the 5 per cent (now turned to 7 per cent) on top.

In short, the guarantee of temporary bad coffee conditions here made by victimizing small dealers throughout the country was a guarantee of the food bureau; the opportunity of a lifetime that was thus created in foreign markets was created by the food bureau. The shortage in coffee in this country is the work of the food bureau. Be it understood, however, that regulating a commodity of foreign growth requires to some extent the co-operation of the Department of State. In the advance in coffee the food bureau and the State Department together are costing the country approximately \$575,000 a week. This is likely to be increased to upward of \$1,000,000 a week. It should not be inferred from what has been said that the gentlemen of the food bureau are "consciously" ruling in favor of large speculators and against the country—in coffee. Such an inference is not intended. There is a thing called "occupational narrowness." \* \* \*

#### INFLUENCE OF POLITICS

Nor is the deduction to be made that coffee speculators are free from guile and culpability. It is true they were "commanded" to conduct their commerce by "rulings," and they appear to have complied with this to the letter—in this country. But they also knew that the food bureau

was one of amateurs and they were aware of the aims of the bureau. The autocracy of amateurs might have been overlooked at this time and co-operation completely given the Government. They also have fallen into occupational narrowness. We are witnessing it, however, in some of our most eminent statesmen—playing politics with President Wilson's pending decisional duty. These statesmen have played politics all their lives. They know nothing besides. The President's position in a valley of shadows is too good to be lost to the practical politician. They do not realize what they do; neither does the coffee speculator. It is clear that punitive measures—if any are taken—should embrace, measure for measure, the gentlemen of the bureau and of the State Department as well as those of the coffee trade. The bureau should not by its extravagant blundering involve innocent dealers and the country.

## ROASTERS WANT RULES LIFTED

Food Administration Outlines Plan for Modified Government Control, But N. C. R. A. Asks for Complete Freedom

[FROM A STAFF CORRESPONDENT]

NEW ORLEANS, LA., Nov. 27, 1918.

THE letter which President Casanas, of the National Coffee Roasters' Association, received November 19 from the United States Food Administration on the subject of continued governmental control of the green and roasted coffee trade, was a subject of prime importance at the association's executive committee meeting at Chicago on November 22. The committee sent a telegram of protest to Washington. The Food Administration's letter and the committee's telegram are reprinted in the following:

"The Food Administration call the attention of the coffee roasters of the country to the fact that dealers in green coffee are licensed and restricted to a maximum margin of profit, as set forth some time ago, and it will consider violations of this rule subject for enforcement.

"In regulating the green coffee trade a reasonable margin of profit has been allowed which should voluntarily be carried through to the consumers of this country by the co-operation of the National Coffee Roasters' Association. We are sure that there is no need to call your attention to the fundamental rule of the Food Administration that profits must be based on the actual cost of the goods without regard to the market or replacement value, and we rely on the coffee roasters of the country that the sacrifice made by the green coffee trade should carry through to the consumer. We shall expect the roasted coffee trade to receive only a pre-war margin of net profit, compared to the years 1911-1912-1913, on

the basis of their cost, and in cases where the pre-war profit in cents per pound to the roaster, as announced by the Food Administration some time ago, does not cover the advance in increased expense, the coffee roaster is allowed to figure his pre-war margin on a net percentage basis.

"We desire the coffee roasters of the country to carry as small stocks as possible, for the supply of coffee is not as large as usual, and they should do their utmost to prevent sales of large stocks or contract sales to their trade which might prevent other members of their trade from receiving their fair share at this time.

"The rule in regard to hoarding of coffee is called to the attention of the trade at this time, which prevents a dealer from carrying over a ninety-day stock, and it is hoped that the coffee trade will do their share to help carry out this rule.

"It is the wish of the Food Administration that roasters, in view of the momentary scarcity of coffee, should prohibit sales to their trade for future shipments, and orders should only be taken as a matter of safety to the trade, based on immediate shipment and billing.

"With the signing of the armistice, and the desire of the Food Administration to put the coffee business back on a normal basis, we have this day advised the Coffee Exchange of our willingness to allow them to reopen the Exchange at a date that might be set by them, and we presume that the governing committee will use caution in confining the buyers on the Exchange to legitimate business, with such restrictions as they may deem wise on their part to protect the interests of the Exchange. Under these conditions the roasters and green coffee dealers of the country will have a market on which to hedge their stocks, should they so desire, to prevent any loss that may occur later on by a decrease in coffee prices, should such decrease occur.

"The Food Administration are desirous of having the coffee business of the country transacted in as normal a manner as possible, so that when the declaration of peace arrives the trade will be in a position to continue without any readjustments of any kind.

"Import licenses are granted freely to importers of green coffee, and the Sugar Equalization Board only reserves the right to purchase the goods at a fair price on arrival to provide for any contingency that may arise and to protect the welfare of our peoples."

At the executive meeting of the National Coffee Roasters' Association, held in Chicago on November 22, the committee drafted a telegram to the Food Administration for the attention of George W. Lawrence. The telegram read:

"At a meeting of the executive committee of the National Coffee Roasters' Association, held at Chicago to-day, it was unanimously resolved to wire the United States Food Administration as follows: After a careful review and discussion of the present and prospective coffee situation which confronts the United States, we beg to suggest that, in our opinion, unless all Government regulations and restrictions are promptly removed from both green and roasted coffee, thereby permitting supply and demand to regulate situation,

serious consequences of short supply and increased cost will follow, to detriment of consumer and business. Immediate action seems essential for good of all." F. K. PELTON, Sr.

#### ROASTED COFFEE RULE MODIFIED

[SPECIAL CORRESPONDENCE]

WASHINGTON, D. C., November 30, 1918.—The United States Food Administration has announced a modification of the regulations that roasted coffee must be sold on the same gross profit as customarily obtained before the war. Hereafter roasters and dealers may make the same percentage of net profit as they did in the years 1911, 1912 and 1913.

The announcement continues as follows: "All coffee must be sold on the basis of the average stocks on hand and not on the basis of the cost of replacement. Stocks are limited to ninety days' supply, and no dealer should knowingly sell coffee to any customer in such quantity as will give the purchaser more than a ninety days' supply. The Food Administration recommends that for the present roasted coffee be sold only for immediate shipment and billing."

#### HOOVER SAYS, "PLENTY OF COFFEE"

During the course of his farewell speech at a special conference of State Food Administrators just before leaving for Europe early in November, Herbert Hoover had this to say about the coffee situation:

"Another prime necessity in the United States is that of coffee. Our computation of the world's coffee supplies indicate to us that there is more than a sufficiency to carry the world during the next twelve months on any basis of likely demand, and sooner or later the speculation which has been in process in some foreign countries over coffee, on the theory that there would be a world shortage on peace, will, in our view, receive a rude shock."

#### CONTAINER REGULATIONS REMOVED

[SPECIAL CORRESPONDENCE]

WASHINGTON, D. C., November 13, 1918.—The War Industries Board and the United States Food Administration agreed to-day to rescind the restrictive regulations regarding the use of all commercial kinds of food containers. The tea, coffee, spice, baking powder, cocoa, chocolate, macaroni, spaghetti and other trades may now resume the use of the same kind and size containers as they did in the past.

#### A CANADIAN'S OPINION OF THE "BLUE BOOK"

H. L. MacKinnon, of the H. L. MacKinnon Company, Ltd., Winnipeg, Canada, writes: "THE TEA AND COFFEE TRADE JOURNAL has been of very great service to us; we use it every time it comes in and find it very helpful and beneficial. We wish you every success in the good work you are doing."

#### MITCHELL ON TEA MANUFACTURE

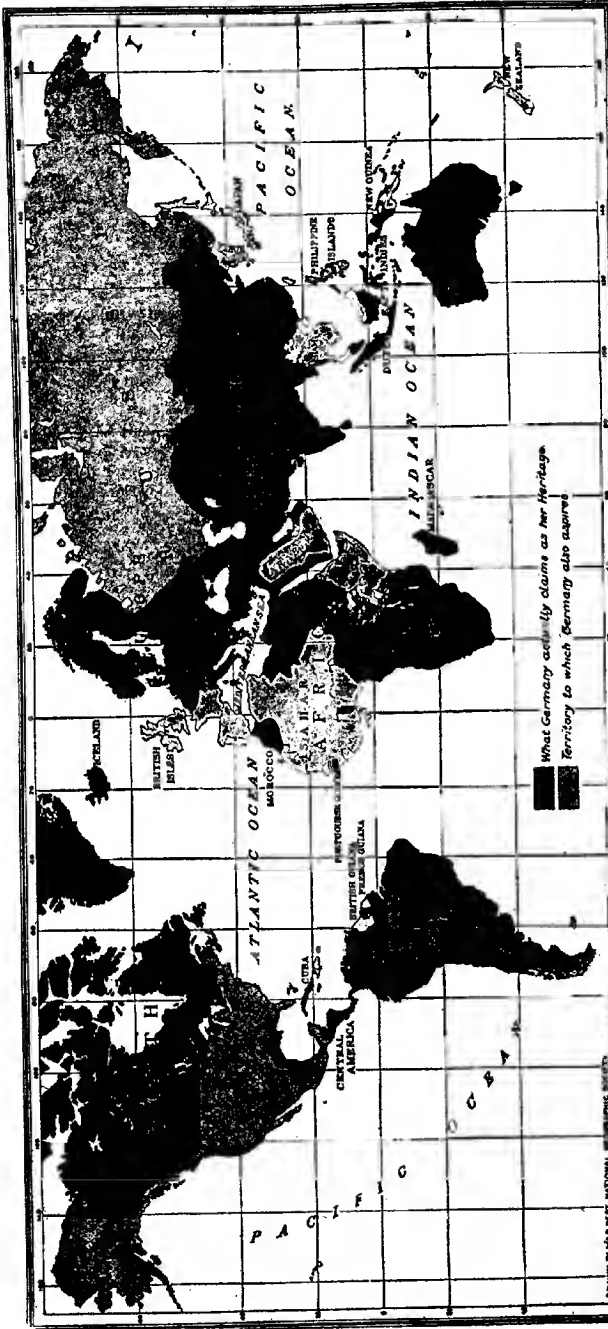
The U. S. Supervising Examiner Tells the Ceylon and Indian Planters Why Their Green Teas Have Not Been Successful

**S**HORTLY after his tour of the tea gardens of the Far East last year, George F. Mitchell, the United States Supervising Tea Examiner, wrote the Deputy Director of Agriculture, Planting Districts, India, to tell the manufacturers of Ceylon and India why their green teas were not better able to compete with other teas. Extracts from the letter were published recently in the official bulletin of the United Planters' Association of Southern India, as follows:

"It is my opinion after my visit to Ceylon and India that the chief reason why Ceylon and India green teas have not been more successful is because of the mode of manufacture. As they are manufactured now, the leaf becomes so wet by being sterilized by live steam that upon cooling much of the 'tea quality' is pressed out of the leaf and lost, and in consequence most of the Ceylon and India green teas give a very thin cup and lack body and character. It is true that in Japan they sterilize the leaf with live steam, but it is also true that before rolling by hand they partly dry off the excess of moisture by working the tea on paper trays heated from underneath by charcoal fire.

"While at the United States Government experiment station in South Carolina, Dr. Charles U. Shepard and myself carried on many experiments with the manufacture of green teas, and from these experiments Dr. Shepard invented a green tea sterilizing machine that sterilizes entirely with hot air, the green leaf coming in contact with dry air of the temperature of 650 degrees F. for a short period of time. The leaves sterilized in this way are absolutely flaccid, perfectly sterilized, and very little juice would be pressed out during the process of rolling. To get a very tight twist and a better style on our green teas, when partly rolled we would take them from the roller and run them through one of the drying machines, which would cause the little juice that had been pressed out of the leaf to become very sticky, and the tea upon being returned to the roller for finishing would take on a very tight twist. The teas made in this way resemble more the fine teas of China. The same leaves made by the steam process were thin, lacking body and character. During the last fiscal year (1917) we only imported 147,651 pounds of green tea from Ceylon and India. There is no reason why our importations from India and Ceylon should not be larger. My personal opinion is that it is entirely due to the process of manufacture."

The editor of the bulletin makes this comment: "At the present time very little green tea is being manufactured in South India, but it is hoped that the advice given above may prove of interest and possibly of value after the war."



(Reprinted from National Geographic Magazine, Washington, D. C., June, 1918, by special permission.)

### THE BLACK SHADOW OF PAN-GERMANISM—NOW FOREVER DISPELLED

According to the openly professed aspirations of German statesmen and would-be empire builders, the Germany-Over-All of their dreams embraced an area of 29,000,000 square miles—more than one-half of the land area of the world. This territory which they coveted is inhabited by three-fourths of all the people on earth. But even these wild dreams do not tell the whole story of the Prussians' lust for empire and power; they also aspired to the domination of the United States and what remained unconquered of all Russia, adding 11,000,000 square miles of territory and 215,000,000 people (see the shaded portion of the map). All these lands and peoples were sought by means of the sword that was drawn in dishonor and is now forever sheathed:

## COFFEE AND THE RED CROSS

Some Interesting Statistics of the Coffee, Tea and Cocoa Used to Alleviate Distress in the War Zone

COFFEE, cocoa and tea have been of great service in the humane work of the American Red Cross, both among the troops in this country and among civilians and soldiers in Europe. Coffee was found to be in the greatest demand everywhere, cocoa came second, while tea, probably because the main work of the Red Cross was not among tea drinkers, stands far down the list.

In its canteens throughout the United States, the American Red Cross served approximately 89,566 gallons of coffee during September last, and that is considered an average month. For overseas work the Department of Foreign Relief has a standing order to ship 224,000 pounds of green coffee a month to France and 12,000 pounds to Italy. In addition it recently made one shipment of 120,000 pounds of green coffee to France, and one single shipment of 100,000 pounds to Italy.

It has a standing order to ship 100,000 pounds of cocoa a month to France. It has also recently sent 1,000 pounds to Italy. This coffee and cocoa is for American Red Cross use in both military and civilian relief work.

The Department of the Foreign Relief also recently sent 84,000 pounds of cocoa to Russia, to be used for Russians who were taken prisoners by the Germans and who are at present in a much weakened condition and in need of strengthening food.

To Switzerland the American Red Cross is sending 20,000 pounds of coffee a month under a standing order. Sixty thousand pounds on this order have already been shipped. The coffee for this country is for invalided Italian and Serbian prisoners repatriated through Switzerland, also for the Swiss hospital for tubercular Serbs, and for other American Red Cross relief work.

Twelve hundred pounds of tea have been sent to Italy, but this was for the exclusive use of American Red Cross Relief Workers. The Italians have no use for tea, and would not consider themselves in any way benefited or relieved by a gift of it.

Coffee, tea and cocoa are used but little in the camp service of the American Red Cross. And then it is mostly coffee. It is used only infrequently for the families of our wounded who come to the hospitals to see our boys and are

rested and renewed in the American Red Cross huts.

And the American Red Cross, on whose shoulders rests, and in the future will even more largely rest, our task of relief and reconstruction of the world, urges us all not only to pursue our industries of sustenance and maintenance of humanity with more vigor, but also to redouble our energies and our service in its cause of mercy and help.

From December 16 to 23, inclusive, the American Red Cross Christmas Roll Call will ring around the world, requesting every American to register for membership and active service. The Red Cross asks the support of all Americans everywhere, every individual and every industry, that as a people we may receive and give genuine Christmas cheer and good will, through our unanimous response and hearty co-operation in the cause of the relief and reconstruction.

### THE BEGINNING OF "HIGH TEA"

High tea, which the new rationing will force on many households in England, is an institution requiring clearing up historically, says the "London Chronicle." Meat at tea, implied in the terms, presumably was adopted after "tea" itself had become a regular meal, but when that was the social notes and queryist has failed to discover. He cites Dr. Printrose in "The Vicar of Wakefield," Mirabel in Congreve's play, even Defoe's "Moll Flanders," but these were all references to the dish of tea after dinner, indicated clearly by Congreve himself in "The Double Dealer." Fanny Kemble says she first became acquainted with "afternoon tea" at Belvoir Castle in 1842, and then it was practiced surreptitiously by the ladies in the boudoir.—"The Argonaut."

### "WHEN THE BOYS COME HOME"

At the recent convention of the American Specialty Manufacturers' Association, Fred Mason, a director of the organization and president of the Shredded Wheat Company, delivered a notable address that struck close to the hearts of his hearers. His speech was on the subject of "When the Boys Come Home; What Will We Do With Them?" and during its course he spoke thus for the Shredded Wheat Company:

"So far as The Shredded Wheat Company is concerned there is no question about what we will do with our boys when they come home. We will take back every boy who left us to go to the front. His job is waiting for him. If he lost an eye we will give him a glass one; if he lost a leg we will get him a new one. Is there any employer in all this broad land of ours who would not give these brave boys their jobs again?"



## CHINA'S LIKIN TAX AND TEA

### How Transporters of Tea in China Are Taxed to Maintain the Chinese Army—The Evils of the System

By A. W. FERRIN

Peking, China

ONE of the greatest obstacles to commerce in China is the "Likin," the internal tax on goods in transit, originating as a war tax during the Taiping Rebellion.

"Likin" ("Li," one-thousandth; "kin," gold or money) was originally a tax of one-tenth of 1 per cent of the value of the goods when it was first imposed, about 1853, but to-day its amount is, apparently, determined arbitrarily by the collector. At the same time "likin barriers" have grown in number, till now they are found at all large towns and up and down all the rivers and other thoroughfares. Between Canton and Wuchow there are no fewer than six of these barriers, each involving payment of duties, delay and worry, vexatious, if not ruinous, hindrances to the free flow of trade.

According to a letter published in the Peking "Daily News" of December 12, 1917, the constant repetition of the tax is primarily responsible for the high price of Chinese tea. Starting with a cost of 5 cents per pound at the point of production in the interior, when the seaport is reached, after passing several of these barriers, it is worth 50 cents per pound. The explanation offered by the likin officials is that the revenue is necessary for the upkeep of the Chinese army. It is usual for both collectors and merchants to ignore the official tariff and to settle the likin by a system of barter.

Foreigners have the advantage over natives, in that by treaty they can pay a tax of 2½ per cent ad valorem at the port of entry in addition to the regular customs duty of 5 per cent, and thereby secure for their goods exemption from further taxation in transit to the interior, and if the interior destination is a treaty port they can send them there without paying the additional 2½ per cent. Some native guilds have succeeded in making agreements with the officials whereby they pay, say, 3 per cent at the point of departure and 2 per cent more at each barrier, but the vast majority of traders must make arrangements with each collector. Total likin payments on a cargo carried a considerable distance may easily amount to more than the original value.

China officially recognized the evils of the likin

system in Article VIII of the Mackay Treaty with Great Britain, signed in September, 1902, and agreed to abolish the likin barriers in return for permission to place a surtax on foreign imports and exports and a consumption tax on Chinese goods not intended for export; but as the consent of other foreign powers was necessary to the enforcement of this provision, it has not come into operation.

The abolition of the likin is complicated by the fact that the likin revenues of certain provinces are pledged under foreign loans and certain amounts are remitted to Peking for specific purposes. It is to the interest of the Chinese, as well as of other nations, that some way be found to reform, if not to abolish, this handicap to Chinese commerce.

## NO AID FOR PORTO RICO COFFEE

[FROM A STAFF CORRESPONDENT]

SAN JUAN, PORTO RICO, Nov. 22, 1918.—The ending of the war has effectively ended for the present whatever hope Porto Rican growers might have had that their coffee would win an advantageous position in the American market by the placing of foreign coffee on the tariff list or through the granting to island growers of complete or at least partial exemption from the excise tax, according to Resident Commissioner Cordova Dávila. He added that the planters might find relief in having the Agricultural Loan Act extended to include Porto Rico.

HARWOOD HULL.

## COFFEE AND CACAO IN MEXICO

"Before farmers became interested in the planting of bananas cacao was the leading crop," says Thomas B. Bowman, American Consul in the Frontera district of Mexico. "It is now second in production. No cacao was shipped to the United States during the past year, most of the crop being consumed within the Republic."

"Coffee growing has been undertaken only by companies controlled by foreign capital. Chiapas coffee is said to be superior to the Brazil product, because it may be gathered as it ripens and it is not necessary to strip it as is done in Brazil. Coffee is the fourth largest product exported. At present, while conditions are favorable to coffee growing, scarcity of labor is a serious handicap."

## BRAZIL'S TEA PURCHASES

During 1917 Brazil imported 312,292 pounds of tea, as compared with 648,628 pounds in 1916.

## FOR BETTER CEYLON TEA

### An Exporter in India Urges Planters to Improve Their Product if They Want to Meet Java Competition

IN a letter to the "Planting Gazette," Ceylon, Harrison & Eastern Export, Ltd., had this to say about Ceylon tea as compared with recent productions of Java leaf:

Java teas are now so attractively turned out that once established in a market they give dealers great satisfaction, owing chiefly to the entire absence of stalk. Owing to the substitution of Assam jat for the China originally planted, the liquors have greatly improved of late years and are now very serviceable; in the case of some estates, fine.

In marked contrast, during the last two months, many Ceylon estates have been placing their teas on the market in a condition as regards stalks, which strikes buyers (who probably do not grasp the local conditions) as disgraceful, and which detracts very seriously from the prices obtainable for the tea. The serious result to Ceylon of strong Java competition is clearly seen in the relatively low prices at which teas, usually sold to American buyers, are being sold locally.

No doubt when trading conditions again become normal the position will improve, but in the meantime Javas will have secured a strong hold in markets hitherto held by Ceylon, and will not be displaced unless the latter's tea is equally well marketed. For this reason we think it behooves your association to move strongly in the direction of urging planters to do all possible in the way of having stalk removed, either in the field or factory, before being dispatched for sale. The extra cost would certainly be recouped several times over. More regularity in weights of packages would be another great advance; a greater approach to uniformity should be aimed at.

### BRAZIL COFFEE CROP DECLINING

Of the eight leading vegetable foodstuff products of Brazil, coffee is the only one that has shown decreased production in the 1913-1917 period, according to the Latin American Division of the Bureau of Foreign and Domestic Commerce in a recent review. The review states that "at the present high prices the Brazilian farmer is finding his new crops more profitable than coffee. But will this continue to be the case after the war when normal conditions once more prevail?"

The products with which coffee is compared are sugar, rice, beans, corn, potatoes, cacao and fruits.

Sugar has shown the greatest increase in volume of output in the period stated, beans are next in rank, rice third and cacao fourth.

## CHINA TEA TRADE UPSET

### Large Stocks Are Still on Hand and the Hankow Tea Merchants Face Serious Difficulties

[SPECIAL CORRESPONDENCE]

HANKOW, CHINA, Sept. 11, 1918.

IN spite of numerous warnings and the very evident signs that this year there would be a great decrease in the demand for tea, Chinese growers during the early part of the season made no attempt to meet conditions by restricting production or lowering costs. Later when an attempt was made to bring prices within reason, growers in the interior delayed cutting in order to collect overgrown leaf, thus getting weight and quantity at the sacrifice of quality.

This year there was practically no demand for teas at the prices asked by local sellers. Java teas being sold on a gold basis were much cheaper, and in consequence America bought large quantities. Import into England was restricted by Government order to 3,000,000 pounds, that demand being supplied entirely from last year's stock. Russia, which in the past consumed huge quantities of tea, was out of the market this year on account of internal disturbances, embargo and difficulties as to banking and transportation.

Arrivals up to August 15, 1918, were 211,878 half chests (one half chest equals 65 pounds), against last year's 503,000 half chests. Of this amount a small quantity was finally sold, as follows: 11,200 half chests to Chinese buyers, partly for the Siberian trade via Mongolia, but for the most part for speculation; about 6,000 half chests to America, and some 2,000 odd half chests to various firms for local consumption and parcel post export.

The large stocks still remaining on hand placed Chinese tea merchants in serious difficulties, because of the fact that these firms, which are financed by native banks, were unable to meet their payments and had no prospects of realizing upon the cargo on hand. This necessitated provincial government assistance, which was granted only to a certain extent.

The demand for China teas was gradually decreasing even under pre-war conditions, and this year the extremely high exchange value of silver naturally swung the trade to India, Java and

Ceylon, where transactions are all based on a gold standard.

Russian brick tea factories in Hankow and Kiukiang have not been in operation for some time, and the once flourishing trade with Siberia, which amounted to over 53,200,000 pounds per annum, is at present at a standstill. R. C. M.

#### ENGLAND WANTS CHINA TEA

A British tea merchant said, with reference to the unsuccessful efforts of London importers to get consignments of China tea to England, that the Tea Importers' Association Committee could not blame themselves in any way for the fiasco in the official efforts to control the market. The committee, he pointed out, appear to have made every practicable suggestion to keep the business going, and to have put their knowledge and experience at the disposal of the authorities; but for some reason these efforts had only resulted in a breakdown in the attempt to control a business not apparently understood by those in authority. "Appeals for China tea, almost piteous in character and accompanied by doctors' certificates," he added, "continue to be received, but they cannot be complied with. What in many cases is a distinct necessity is unobtainable owing to the attitude of the distributing authority towards China tea. It would surely be well for the Food Controller to take the matter in hand, and for some explanation to be given why it is that although something like 250,000 pounds has arrived no one can get it."

#### GERMAN COFFEE SUBSTITUTES

Among the samples of German-made coffee substitutes which were recently sent from Rotterdam to the Department of Overseas Trade, London, for analysis, were some which contained ground pea meal, barley, a few hawthorn berries, and occasional fragments of vegetable tissues.

#### THE ARMY'S COFFEE AND TEA BILL

The National Women's Liberty Loan Committee has calculated that 3,000,000 American soldiers require annually 61,320,000 pounds of coffee, valued at \$9,265,452, and 7,665,000 pounds of tea valued at \$2,753,706.

#### BRITISH COCOA MAKERS UNITE

Cadbury Bros., of Bourneville, and J. S. Fry & Sons, Bristol, two leading British cocoa manufacturers, have arranged to combine their businesses, though they will carry on their individual operations under their old names.

#### NEW ORLEANS' NEW SHIP LINE

**First of Osaka Shosen Kaisha Vessels Brings Cargo of Brazil Coffee—Trade Pleased But Wants More**

[FROM A STAFF CORRESPONDENT]

NEW ORLEANS, LA., Nov. 27, 1918.

THE inauguration of the new Japanese steamship line to New Orleans will give something of a boost to the local coffee trade, although, as the Osaka Shosen Kaisha Line will have a ship into the port at intervals of about two months, these additional cargoes alone will not go a long way to putting the trade on "easy street." While pleased with the new line, coffee traders want plenty of ships direct from New Orleans to Brazil and return.

The *Panama Maru*, the first ship of the new line to arrive, came into port November 18, consigned to J. H. W. Steele & Co., steamship agents, and brought about 85,000 bags of coffee. This had been sold to the interior in advance, and the local supply will not profit much by the cargo. However, one steady line is a start in the right direction, thinks the trade.

The ships for the present will hardly bring any Asiatic cargo here, and so at the present no tea will arrive that way, as the trade had hoped would be the case. They touch at Chinese ports, take jute from the Straits Settlements to the Argentine, and on its discharge load coffee in Brazil for New Orleans. Here they take on cotton, steel, etc., and return through the Panama Canal to their home port, making a trip around the world every two months. Suburo Kuruu, Japanese Consul-General at Chicago, visited the ship last week, and was entertained at a dinner by the city officials and commercial men. He predicted a great development of trade between this part of the United States and Japan.

E. K. PELTON, SR.

#### CHOCOLATE FOR OUR SOLDIERS

The American Chocolate Fund disclosed at its annual meeting, held recently at 4 West Fifty-seventh street, New York, that the organization had purchased approximately 50,000 pounds of chocolate for our soldiers and sailors.

#### CONCRETE SHIP BRINGS SUGAR

An interesting fact about the first ocean-going concrete ship built, which reached New York on November 21, was that it brought a cargo of 25,242 bags of raw sugar to the American Sugar Refining Company's refinery at Brooklyn.

## HAYTI COFFEE PROSPECTS

Observation of a New York Broker Who Recently Spent Two Months Investigating Conditions on the Island

THOMAS J. WOODS, of New York, recently returned from a two months' trip to Hayti, in the interest of New York importers. His object was to investigate conditions on the island, and to suggest ways and means for improving the cultivation, preparation and classification of Hayti coffee, in order to promote its sale in the United States.

Prior to the war the bulk of the Hayti coffee crop was shipped to Europe, where it commanded good prices. With the curtailment of European shipments the stocks began to pile up and Hayti planters turned to America for relief. Of late, due to shortage of Santos coffee in the United States, there has been an unprecedented demand for Hayti coffee at good prices. This situation has done much to acquaint the American roaster with the merits of this coffee.

Under normal conditions there is not much demand for Hayti coffee in the United States. Among the reasons for this are faulty classification and none too careful cultivation and preparation. Mr. Woods believes that through the education of the planter these conditions can be overcome, and the trade between the United States and Hayti greatly stimulated.

Referring to the present coffee situation in Hayti, Mr. Woods said:

"Coffee is a natural product of Hayti: it grows in goodly quantities and is of a peculiarly fine character. It has, however, been allowed to grow wild and has not received proper cultivation. The methods of preparation are in many instances very primitive, and, due to improper drying, the coffee has been allowed to absorb the flavor of the soil.

"The average annual yield of Hayti coffee is estimated at about 72,000,000 pounds. In my opinion, with the employment of more scientific methods of the care of the crop, this quantity could be easily doubled or tripled in the course of a few years with the introduction of American capital. In this way American consumers will learn to appreciate the intrinsic value of Hayti coffee."

Mr. Woods is enthusiastic about the future of our trade with Hayti, and gives the United States Marine Corps much credit for improving conditions there during the past three years.

The only truth there is about a lie is the truth the lie is about.—EDWARD A. MERRITT.

## WHO'S WHO IN THE TRADE

An Appreciation of William Fisher, President of the St. Louis Coffee Roasters' Association

IN searching for the secret of the business success achieved by William Fisher, president of the St. Louis Coffee Roasters' Association and vice-president of the C. F. Blauke Tea & Coffee Company, importer and jobber of St. Louis, one finds that geniality, personal magnetism and the ability to stick to the business in hand are the chief factors. All through his business career Mr. Fisher has displayed these characteristics above others he may possess, and by them he is best known to the trade of the country.

Though now 53 years of age, Mr. Fisher is still an enthusiastic and energetic business leader in his native city, St. Louis. He has always worked and lived in that Middle Western metropolis, getting his first business experience as messenger boy with the Chicago, Burlington & Quincy Railroad. Two years later he first came in contact with green coffee trading, joining the large wholesale house of the Kraft-Holmes Grocery Company. That was in 1883, and ever since he has been associated with the coffee and tea business.

His next venture was as a partner of D. F. Leavitt & Co., a wholesale coffee brokerage concern, with which he remained for ten years, severing that connection in 1895 to buy and sell coffee for the C. F. Blauke Tea & Coffee Company. Within five years Mr. Fisher had risen to the vice-presidency of the company, a position he has held for the past eighteen years.

Among association coffee men Mr. Fisher is well known for his organization activities. He helped start the St. Louis association and is prominent in the national body.

## THE WORLD'S 1918-19 SUGAR CROP

Preliminary estimates of the world's crop of cane and beet sugar for the 1918-19 season show that there will be approximately 300,000 tons less than last season. According to figures compiled by Willett & Gray, New York, the total supply of sugar (cane and beet) is 16,819,635 long tons, against 17,114,386 tons last "campaign."

## A WHOLESALE COFFEE MAN'S OPINION

M. W. Becker, manager of the Akron Wholesale Coffee Company, Akron, Ohio, writes: "Please renew our subscription for THE TEA AND COFFEE TRADE JOURNAL, for which we enclose our check. I can truthfully say it has been a great help to me, for all information I have received from reading same has been most beneficial. I can most readily believe all articles published therein; also find your advertisements are all by most reliable firms and can be fully relied upon."

## THE BELLIPOSE EGO

To Get the Better of the "Other Fellow" Try  
to Understand Him Better Than  
He Does You\*

BY DR. FRANK CRANE

New York

"THERE is only one way to get the better of a man," says Vance Thompson, in his delightful volume, "The Ego Book," "and that is to understand him better than he does you."

He goes on to explain that this is equally true of a friend and an enemy, as there isn't, after all, much difference between the two.

This is a most searching shaft. It pierces the very marrow of contention. It shows why we quarrel, why we hate, why we misunderstand.

Almost all repulsions between two people are caused by lack of imagination. We see only ourselves, understand only our own feelings, views and position.

If anyone will sit down and strive to transfer himself into his friend's or his enemy's breast, to grasp the other's thought, he will find that the hostility that separates them is unreal, a mist, maya.

"Put yourself in his place." There never was a better rule.

If we will try to make real to ourselves the state of another's mind, instead of trying to impose our notions upon him, it will make short shrift of disputes.

There is no more use subduing another's opinion than there is in one nation conquering another. A conquered territory is an expense and a continual source of disturbance. England, for instance, gets a deal more good out of America by letting her govern herself, by dealing with her as a separate unit, than she would by taking over her government. As the whole conquest idea is a delusion, so the whole convincing-by-argument is a delusion.

You can live with me, do business with me, and get along socially with me, a lot better by allowing me to have my own notions, and by endeavoring to understand them, than you can by seeking to make me adopt your notions.

Unity of opinion is quite impossible. Even if possible it would be undesirable. It is difference of opinion that is interesting. For opinion is personality, and uniform personalities would be intolerable.

The only practical union of personalities is union

in work, in play and in love. A socialist and a monarchist can build a bridge together, play a game of tennis together, and can sincerely love one another, provided they don't try to club each other's opinions into conformity to their own.

What a world of domestic infelicity would be avoided if man and wife would let each other's ideas alone, if they would endeavor to grasp each other's views and to enter into them, instead of combating them!

Even children we make thrive by leaving to them their liberty, by realizing that their ideas change by growth, by observation and by experience, not by command and coercion.

If we could restrain the bellicose ego! If we could hold down the lust of intellectual conquest!

If we could only understand each other and not oppose!

Then each of us could freely say what he thinks, and out of the free self-expression of all we could each grow in truth and come into perfect community of effort and of esteem.

## THE MOST PEACEABLE DOG

The most peaceable dog is the dog that is there  
With the buckle and clinch when he's caught un-  
aware,

And who "never starts not'n" that's not on the  
square,

And licks his own wounds when it's over.  
He goes on his way without picking a scrap;  
His bark is of peace, but the scars on his map  
Are nothing compared with the cuts on the chap  
That thought he could hand it to Rover.

—B. L. T., in *Chicago Tribune*.

## SAYS PROHIBITION AIDS TEA

Placing the total imports of tea into the United States during the past fiscal year at 151,000,000 pounds, the National City Bank of New York quotes a British tea planter, who says the falling off in consumption of alcoholic liquors throughout the world is largely responsible for the increase in tea drinking, and predicts a continued growth as prohibition becomes more widely the law among nations.

## GERMAN COFFEE SURROGATES

The German War Committee for Tea and Coffee and Their Substitutes is understood to have revealed the methods of manufacturing coffee and tea surrogates. A Berlin dispatch says the committee has discovered that "the shells of fruit stones, hazel and walnut shells, and also plum stones, are not fit for making coffee."

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### SPICES AND EXTRACTS

¶ News items of interest to spice importers, grinders and dealers, and to manufacturers of flavoring extracts, perfumes and toilet preparations.

## HONGKONG'S BIG CASSIA TRADE

Shipments to the United States During the Current Year Have Been Nearly Equal to the Preceding Season

[SPECIAL CORRESPONDENCE]

HONGKONG, CHINA, Sept. 12, 1918.

SHIPMENTS of cassia, or commercial cinnamon, from Hongkong to the United States during the current year have been in almost as great a volume as those of the extraordinary year of 1916, but so far as indications here go the trade has been forced from this side and represents considerable shipments on consignment.

The closing of European markets to the spice, resulting from the war and from freight restrictions, has led to an accumulation of stocks which have had to be moved in spite of the high exchange value of silver and resulting low price of cassia in silver currency representing a fair price in gold. Prevailing high prices for all such goods in the United States under present conditions do not mean a correspondingly high price here, and growers and dealers have realized small returns for their crop. Nevertheless, the value of shipments for the first half of the current year was \$253,998, as compared with a value of \$215,039 in the first half of 1907 and \$320,577 in the first half of 1916, which was the banner year in the trade as a result of exceptional foreign arrangements.

With present exchange continuing dealers look for a bad year in the way of profits and returns for the trade here, although it is probable that the volume and value of trade with the United States will be far larger than it ever has been.

G. E. F.

### OFFICIAL RULING ON CORIANDER

The following announcement concerning coriander seed was published during the month by the Bureau of Chemistry, Department of Agriculture:

Examination of importations of "coriander seed" (*Coriandrum sativum* L.) has disclosed that in some instances they have consisted of fruits differing in physical appearance from the

pharmacopoeial description. The fruits are oval instead of spherical, and not infrequently yield less volatile oil than the pharmacopoeial article. The product appears in the trade as "Bombay" or "Indian" coriander and appears to have value. The Department will not object to the importation of Bombay or Indian coriander if invoiced, labeled and sold as such, provided that any deficiency in volatile oil be indicated.

### SPICE GRINDERS' MEETING OFF

The meeting of the American Spice Grinders' Section of the American Spice Trade Association scheduled for Cleveland on November 22 has been postponed. It is understood that the meeting will be held the latter part of December or early in January.

### SPICES FROM NETHERLANDS INDIA

During the first three months of 1918 Java and Madura exported to the United States 77 metric tons of cinnamon, 2,000 tons of mace, 22 tons of nutmegs, 532 tons of black and white pepper.

### CACAO IMPORT RULES MODIFIED

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., November 30, 1918.—Yesterday the War Trade Board announced that "in addition to shipments of cocoa beans permitted under W. T. B. R. No. 163, issued July 11, 1918, they will consider applications for licenses to import cocoa beans originating in and coming from the Dominican Republic or Haiti, subject to the condition, however, that consuls in certifying invoices shall give priority to all available shipments of sugar and molasses over such shipments of cocoa beans. This is in addition also to shipments of cocoa beans originating in these countries coming forward to the United States on transports maintained by the United States navy, announced in W. T. B. R., 186, August 5, 1918."

LAMM.

### HAITI COFFEE LICENSES AVAILABLE

[SPECIAL CORRESPONDENCE]

WASHINGTON, D. C., November 20, 1918.—The United States Food Administration to-day issued the following notice about Haiti coffee license allotments: "The Department of State having advised us of the withdrawal of the limited license arrangement, covering the importation of Haitian coffee, this is to advise you that applications for the importing of this coffee into the United States, made on regular form to the War Trade Board, will have the approval of this Administration."

This is understood to be a sequel to the protest which New York importer's addressed to the State Department last month.

### GROCERY TRADE DIGEST

¶ The most important news happenings of the month boiled down for busy readers.

### SPECIALTY MEN'S CONVENTION

Proceedings of the Tenth Annual Meeting of the American Specialty Manufacturers' Association in Cleveland

**A**PPROXIMATELY 300 members and friends were present at the opening meeting of the tenth annual convention held by the American Specialty Manufacturers' Association at the Hotel Winton, Cleveland, November 20 and 21. Coming at this stage of the reconstruction period, this meeting was one of the most important in the association's history, and was featured by many discussions that had to do with trade conditions during the coming peace parleys and after.

After expressing appreciation of the Food Administration's work, the convention recommended that Congress lighten the burden of war taxes, urged that the payment of the war debt be spread over a long period of years, endorsed the actions of Colgate & Co. and the Beech-Nut Packing Company in opposing the Federal authorities seeking to deprive owners of branded foods of the right to control their distribution, protested against the present system of imposing import and export duties, urging that duties be payable on the basis of market, and commended all efforts to create more harmonious relations between manufacturers and distributors.

Among the speakers and their subjects were President William L. Sweet, who delivered the annual address; Arjay Davies, president of the National Wholesale Grocers' Association, the "Economics of Package Foods"; W. B. Cherry, advertising manager of the Merrell-Soule Company, "Advertising During the War"; A. C. Monagle, "Uniform Combination Order Blanks"; F. H. Millard, of the U. S. Food Administration; W. B. Colver, chairman of the Federal Trade Commission; J. H. Schaefer, president of the National Retail Grocers' Association; Fred Mason, of the Shredded Wheat Company, "War Co-operation of Grocery Product Manufactur-

ers"; B. S. Cutler, chief of the Bureau of Foreign and Domestic Commerce; R. E. Hills, president of the Ohio Wholesale Grocers' Association, "Specialties and the Jobber."

All of last year's officers were re-elected. They are: William L. Sweet, the Rumford Chemical Works, Providence, R. I., president; Fred Mason, president of the Shredded Wheat Company, Niagara Falls, N. Y., first vice-president; W. W. Frazier, Jr., Franklin Sugar Refining Company, Philadelphia, second vice-president; J. M. Hills, Hills Bros. Company, New York, third vice-president; D. O. Everhard, Ohio Match Company, New York, treasurer. H. F. Thunhorst was retained as secretary.

The new directors are: F. D. Bristley, Royal Baking Powder Company, New York; H. C. Stanton, Swift & Co., Chicago; Newman Ham-link, Corn Products Refining Company, New York; S. N. Eckman, B. T. Babbitt, Inc., New York, and J. G. Gilfillan, Genesee Pure Food Company, Leroy, N. Y. The other directors who stay in office are: Walter H. Lipe, Beech-Nut Packing Company, Canajoharie, N. Y.; Carl A. Lautz, Lautz Bros. & Co., Buffalo; C. T. Lee, Kellogg Toasted Corn Flake Company, Battle Creek; B. F. Amos, John Wildt Evaporated Milk Company, New York; R. P. Benedict, Pennsylvania Salt Manufacturing Company, Chicago; A. C. Monagle, Franco-American Food Company, Jersey City, and Dr. J. S. Goldbaum, Fels & Co., Philadelphia.

### NEWS OF THE TRADE

#### FOOD REGULATIONS STILL IN FORCE

Shortly after the armistice between the Allies and Germany had been arranged the U. S. Food Administration stated that its food regulations were not annulled by the cessation of hostilities. One part of the statement read, "Modifications may be made from time to time, but the specific regulations limiting margins of profit and preventing hoarding have not been removed, and there is no present intention of dropping these restrictions, which will be rigidly enforced."

#### GOVERNMENT WILL BUY FLOUR SUBSTITUTES

The Grain Corporation of the U. S. Food Administration announces that it will purchase only these wheat flour substitutes, and not over the maximum prices named: Victory flour, \$10.50; barley flour, \$8.00; straight or patent flour, \$9.00; dark rye flour, \$7.50; white corn flour, \$8.50; yellow corn flour, \$8.00; cream cornmeal, \$8.00.

other cornmeal, \$7.50. All inquiries should be addressed to the Grain Zone Vice-President in charge of the zone from which the shipments would be made.

#### COMPLAINT AGAINST SOAP MAKER

The Procter & Gamble Company has been cited to appear before the Federal Trade Commission, Washington, on January 2, to answer to a charge that the company forces retailers to maintain standard fixed resale prices on its products, and refuses to sell mixed carload lots unless purchasers also buy "Ivory" soap. The Procter & Gamble Distributing Company, Cincinnati, is included in the complaint.

#### FOOD CANNERS IN U. S. SENATE

In the recent election two well-known food canners were elected to the U. S. Senate for the next term. They are Bert M. Fernald, of Fernald, Keen & True Company, West Poland, Me., and Asa Bennett, president of the Bennett Canning Company, Frankfort, Del., and vice-president of the Tri-State Canners' Association.

#### MAXIMUM SALES MARGINS FOR RETAILERS

Under date of November 7 the U. S. Food Administration issued regulations covering the permissible maximum margins on sales by retailers to consumers. These rules cover the following foods: Victory, wheat, barley, corn and rice flour, cornmeal, hominy, sugar, evaporated milk, oatmeal and rolled oats, rice, beans, starch, corn syrup, canned corn, salmon and sardines, dried fruit, lard, bacon, ham, potatoes, onions, eggs, butter and butter substitutes and cheese.

#### TO DISCUSS FOOD PRODUCTS COSTS

Suggestions of ways and means for the further reduction of selling and distribution costs on food products will be presented for the consideration of the Food Administration, manufacturers and the wholesale and retail grocery trades at the eleventh annual dinner of the Association of Manufacturers' Representatives, which will be held at the Bellevue-Stratford Hotel, Philadelphia, on December 12.

#### BOSTON JOBBERS ELECT OFFICERS

At the forty-second annual meeting of the Boston Wholesale Grocers' Association, held the latter part of November, the following officers and executive committee were elected: President,

Barnabas H. Bain, vice-presidents, Winthrop M. Adams and George W. Webster; treasurer, Clarence E. Hanscom; executive committee, Austin L. Baker, B. F. Bullard, Charles B. Sanborn, Herbert L. Kelley and Joseph I. Curtis.

### PATENT OFFICE RECORD

Patents Granted, Trade Mark Applications, Certificates Issued and Labels and Prints Registered During the Month

[STAFF CORRESPONDENCE]

WASHINGTON, D. C., Nov. 29, 1918.

HERE follows a complete record of the latest activities of the United States Patent Office, in so far as they apply to the tea, coffee, spice and general grocery trades:

#### PATENTS GRANTED

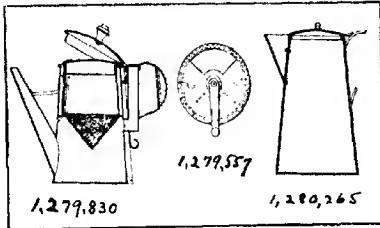
*Coffee Roaster*—Francisco Garcia Pereira Leao, Glasgow, Scotland. (No. 1,279,557.) In a roasting machine, in combination, a cylindrical body formed of two or more segmental cylindrical parts having inturned flanges adapted to engage one another, lid-like end parts engaging the assembled body parts, hollow tubular trunnion parts engaging the end parts, a longitudinal tie rod and caps embracing and tying the whole together, and means for charging and discharging material.

*Coffee Pot*—Filippo Bentivegna, Boston. (No. 1,279,830.) A coffee pot comprising an outer main receptacle, a separable container to hold the ground coffee, said container consisting of a substantially cylindrical sheet metal body portion having a downwardly extending conical bottom of fine wire gauze, the apex of the gauze cone extending downwardly, the said main receptacle being formed with an inwardly extending annular flange on which the said sheet metal body portion of the ground coffee container is seated, said main receptacle being provided with a chamber portion below said gauze cone bottom into which said gauze cone bottom extends part way only to the bottom of said chamber, said chamber serving as the container for the liquid and provided with a pouring-out spout leading therefrom at some distance below the seat for the ground coffee container, said main receptacle being also provided with a filling-in tube attached thereto for water and milk, which has an upright portion extending down outside of the said outer receptacle to a point below the level of the upper end of said liquid container, and thence turns and enters the said liquid container portion of the outer receptacle at a point just below the upper end of said liquid container.

*Strainer Attachment for Coffee or Tea Pots*—Cathrine Ellen Allensworth, Carroll, Neb. (No. 1,280,625.) In combination with a tea or coffee pot having a spout merging integrally into the



wall of the pot, the wall of the pot adjacent the corners where the spout merges integrally into the wall, having notched lugs, a strainer plate corresponding in shape and fitting the spout, where it connects to the wall of the pot, the opposite edges of the strainer plate having notches straddling said lugs, whereby the crotches of the notches of the strainer plate may co-operate with



PATENTS GRANTED

the notches of the lugs to lock the strainer plate in place, the crotch of the spout where it merges to the wall of the pot, having a lug overlying the lower end of the strainer plate to retain said plate in place.

## TRADE MARKS REGISTERED

Here is a list of trade marks which have been registered and for which certificates have been issued:

"Oh Boy." (122,899.) Meyer Bros. Coffee & Spice Company, St. Louis, Mo. Roasted coffee. First use, January 5, 1918.

"Two women, design, panel." (122,940.) Mrs. Williot Fils, La Garenne-Colombes, France. Chicory. Registered September 24, 1918.

"Del Monte." (123,017.) California Packing Corporation, San Francisco, Cal. Certain named goods. First use, October 1, 1891.

"Old Stratford." (123,034.) Fort Wayne Drug Company, Fort Wayne, Ind. Coffee. First use, Feb. 11, 1918. Registered October 8, 1918.

"Maid of Honor." (123,160.) Richardson Corporation, Rochester, N. Y. Certain named goods. First use, June 9, 1916. Registered October 15, 1918.

"Garden of Allah." (123,205.) Clark & MacKusick Company, Boston, Mass. Coffee. First use, September 15, 1917.

"Triumph." (123,255.) The Lorenz Company, Everett, Mass. Assignor to Mihalovitch Bros. Company, Cincinnati, Ohio. Flavoring extracts for foods. First use, January, 1913.

"Salada." (123,282.) Leo E. Schoenfeld, Chicago, Ill. Olive oil. First use, September 28, 1917. Registered October 22, 1918.

## LABELS REGISTERED

This is a record of labels which have been registered and for which certificates have been issued:

"Purity Brand Coffee." (20,914.) Japan Tea Company, St. Paul, Minn. Coffee.

Registered October 22, 1918.

## PRINTS REGISTERED

Here is a record of prints which have been registered and for which certificates have been issued:

"Drink Goldenberry Full Value Coffee." (4,949.) Kanfmann & Strauss Company, New York. Coffee. Registered October 8, 1918.

## TRADE MARKS PENDING

The following marks have been favorably acted upon. Any person who believes he would be damaged by the registration of a mark may within thirty days enter opposition to prevent the proposed registration. All inquiries pertaining to these marks should be addressed to THE TEA AND COFFEE TRADE JOURNAL, 79 Wall street, New York City:

WEEK ENDING SEPTEMBER 24, 1918

"Domino." (112,795.) The American Grocery Company, Minneapolis and St. Paul, Minn. Eggs, creamery butter, mustard, cloves, sage, ginger.

WEEK ENDING OCTOBER 1, 1918

"Porco." (108,687.) Peter Oil & Refining Company, Inc., Denison, Tex. Peanut oil, peanut cake and peanut meal, all for use as foods.

"Olivoline." (110,272.) Elysee Olive Oil Company, New York. Edible olive oil substitutes.

"Ol-iv-nut." (112,172.) John G. Neunmeister Company, Chicago, Ill. Blended olive and peanut oil.

"Lemulsion." (112,466.) The Widlar Com-



TRADE MARKS PENDING

pany, Cleveland, Ohio. Lemon flavors and extracts for food flavoring.

WEEK ENDING OCTOBER 15, 1918

"Kah-va." (109,460.) Kellogg Toasted Corn Flake Company, Battle Creek, Mich. A coffee-like beverage.

"Premier." (110,955.) Francis H. Leggett & Co., New York. Tea, mustard, spices, prepared cereal breakfast foods flavoring extracts for foods, peanut butter, head rice, pearl tapioca, chilli sauce, and assorted nuts, macaroni, olive oil and certain other food products.



By HERBERT S. HOUSTON

Member of the Committee of the Chamber of Commerce  
of the United States on Economic Results of the War\*

IN considering the grounds on which American business men base their belief in economic pressure as a force for the maintenance of peace, it is necessary to present a brief survey of the organization of the modern world. The controlling idea in that organization is interdependence. And the essential factor in interdependence is communication. The agencies for quick communication have become so familiar that their significance, as a rule, is quite overlooked. Beginning with the printing press these agencies have increased in number and speed to the point where there seem to be no longer frontiers of the possible; if there still are, in some souls, they are assuredly being crossed and recrossed. Following the post, by ship and coach and train, came the telegraph by land and sea, the telephone, and then, as a capping achievement, the wireless. And with these distributive means of communication the productive means also multiplied, in printing presses, typewriting machines and all kinds of mechanical devices. But even more important, knowledge was democratized, both as effect and cause, in this modern period, and provided endless books and newspapers and all manner of periodicals, besides letters, telegrams and wireless messages, all forms of communication which the agencies of distribution bore throughout the world, near and far. This power of quick communication developed endless relationships, all bearing their part in creating and maintaining a world-wide interdependence. For communication has respected national boundaries no more than the winds of heaven.

It would be interesting to consider here how many forces became definitely international through this power of communication, but they are too numerous to be considered in detail. At present the character of economic pressure is the one point to make clear. In this modern world business can be broadly defined as its organized commercial life in the three great divisions of production, distribution and consumption. Business, in each of these divisions, is international. It employs the one truly international language, that of figures, understood in every country. Today money is international because it has gold as

a common basis. Credit based on gold is international. Commerce based on money and on credit is international. Then the amazing network of agencies by which money and credit and commerce are employed in the modern world are also international. How closely interrelated all these agencies are was shown in a dramatic way when the great war broke. Instantly stock exchanges throughout the world were closed, Moratoriums were declared in nearly every country. This was not due to the fact that the world had suddenly become bankrupt, but it was due wholly to a breakdown of the machinery through which the business world carried on its affairs. In brief, it came from a breakdown in the agencies of international communication. The world-wide disturbance that was immediately caused threw into high relief the fact that all nations had been bound together, chiefly through the development of commerce, into an interrelated and interdependent organism. It showed to even the most self-centered and self-sufficient country that it was part of a great whole. In that wonderful figure of the Apostle Paul, in describing the early Christian Church, "They were members one of another." Not one among them, however strong, could stand alone. It is the growing understanding of this fact, which the war has embedded in the consciousness of the world, that gives the underlying hope for a league of nations.

As all suffer through war, all must combine to lessen the danger of wars. And that tremendous purpose, to find a sane and practicable way out of war, has become one of the great purposes of the war. As the League to Enforce Peace expressed this purpose in these two graphic declarations: "Make the world safe by the defeat of German Militarism," and "Keep the world safe by a League of Nations." And Viscount Grey gave expression to the necessity for such a league in these memorable words: "Unless mankind learns from this war to avoid war, the struggle will have been in vain. Over humanity will loom the menace of destruction. If the world cannot organize against war, if war must go on, then the nations can protect themselves henceforth only by using whatever destructive agencies they can invent, till the resources and inventions of science end by destroying the humanity they are meant to serve."

And the English statesman who preceded Viscount Grey in the Foreign Office, Lord Lansdowne, points out the path, on which the best judgment of the world is centering, that must be followed if that catastrophe is avoided. Lord

\* Copyright, 1918, by Doubleday Page & Co.

Lansdowne said, "If the Powers will come under a solemn pact and bind themselves to submit future disputes to arbitration; if they will undertake to outlaw, politically and economically, any one of their number which refuses to enter into such a pact, or to use their joint military and naval forces for the purpose of coercing a Power which breaks away from the rest, they will indeed have traveled far along the road which leads to security."

The leading churchmen of England, headed by the Archbishop of Canterbury, prepared an appeal in February, 1918, which gave the most unqualified support to the League of Nations programme. "We believe that a new system of international law and authority," said the appeal, "acting through an inclusive league of nations in place of any balance of power, is a condition of a just and lasting peace, particularly as it affords means whereby the fresh demands of national life as they arise can be adjudicated upon and equitably satisfied."

"Accordingly, we hold it to be of the utmost importance, as President Wilson has just emphasized, that such a league should not merely be contemplated as a more or less remote outcome of a future settlement, but should be put in the very forefront of the peace terms as their pre-supposition and guarantee."

"Whether it be or be not practicable, without any slackening of the energy with which the war must be waged, to make a beginning upon the League as regards the Allies and neutrals, even before the peace conference, we do not venture to decide, though we think this course has much to commend it. But we are sure of the pressing need there is here and now of giving the League of Nations the backing of an organized body of strong conviction; sure, also, that this task offers to the Christian consciousness an opportunity to make its own spirit felt in national policy such as has not occurred heretofore since the outbreak of this war."

This strong and convincing appeal bore, in addition to the signature of the Archbishop of Canterbury, the signatures of the Bishop of Winchester, the Bishop of Oxford, the Bishop of Southwark, the Bishop of Peterborough, the Rev. Dr. James Cooper, Moderator of the Established Church of Scotland; the Rev. Dr. W. B. Settle, the Rev. Dr. J. Scott Lidgett, the Rev. Dr. F. B. Meyer, the Rev. Dr. D. S. Cairns, the Rev. Dr. J. Estlin Carpenter, the Rev. Dr. Alexander Connell, the Rev. Father Plater, Lord Henry Bentinck, Lord Parmoor, the Rt. Hon. Arthur Henderson, George Lansbury, Arthur Mansbridge, Prof. A. S. Peake and Principal T. F. Roberts.

The support for the League of Nations plan in America has been as influential and widespread as in England. President Nicholas Murray Butler, of Columbia University, in an address before the Chamber of Commerce in St. Louis, February 16, 1918, said:

"A league to establish and to enforce the rules of international law and conduct is now in existence, with the United States as one of its most potent members. This league should be a permanent addition to the world's organization for order and for peace. Upon its firm establishment three consequences will almost necessarily follow. First, there can be no separate alliances or en-

tentes of a political or military character between nations included in the league, and this league must aim in time to include the whole civilized world. Second, there can be a speedy reduction of armaments, both to lighten the burdens of taxation and to turn the minds of the nations away from international war, to prevent which will be such a league's chief aim. Third, the most favored nation clause must be made applicable to all members of the league whenever treaties of commerce are concluded between any two or more of the nations that are included in it. This will either greatly lessen or wholly remove one of the strongest economic temptations to international war."

As indicating how generally the responsible opinion of the world has centered on this programme, these words of President Wilson are significant, because they restate his unchanging belief in "the partnership of nations which must henceforth guarantee the world's peace. That partnership must be a partnership of peoples, not a mere partnership of governments."

(To be continued)

## IN THE EDITOR'S MAIL BAG

Here Will Be Found Letters from Readers  
Who Say Something Worth While

ONLY letters are published in this column which deal with subjects of general trade interest. Readers should remember whenever they write us they can best serve themselves and us by being brief. We find it impossible to print many letters because of their length.

APPRECIATION FROM THE N. R. T. AND C. M. A.

President Smith, of the National Retail Tea and Coffee Merchants' Association, writes a graceful appreciation of our report of the association's recent convention, which appeared in our October number. He says:

ST. LOUIS, MO., NOV. 4, 1918.

Mr. William H. Ukers, Editor, THE TEA AND COFFEE TRADE JOURNAL, New York City.

MY DEAR MR. UKERS:

In behalf of the members of the National Retail Tea and Coffee Merchants' Association, I desire to compliment you on the very complete and interesting report of the proceedings of our 1918 convention, as published in the October issue of THE TEA AND COFFEE TRADE JOURNAL, and to thank you for the interest you have taken in the affairs of our association.

Such a splendid report is interesting to every member who attended the convention, and doubly so to those members who were not able to be present.

Accept our best wishes for the continued success of your journal.

NATIONAL RETAIL TEA AND COFFEE MERCHANTS' ASSOCIATION.

C. A. Smith, President.

## TEA IN AN EDITOR'S SANCTUM

One of our highly esteemed subscribers in Japan has found a bit of pleasantry about tea in an unexpected quarter, and sends it for publication with a humorous comment of his own, as follows:

SHIBZUOKA, Sept. 15, 1918.

Mr. William H. Ukers, Editor, TEA AND COFFEE  
TRADE JOURNAL, New York City.

DEAR SIR:

It is not probable that the "Bookman" is among your exchanges, nor does the casual reader expect to find in its columns a technical reference to tea, but in the August number, in "The Gossip Shop," on page 685, is a friendly notice of the removal of the erstwhile Chicago "Dial" to New York City, and in the notice occurs the following bit of pleasantry:

"We mention high tea because rumor has it that the 'Dial' is planning a refectory in its new home, where authors may drop in and drop out, carve their initials upon—no, excuse us, that is done only in 'The Bellman' grotto. At any rate, smoky Souchong perhaps, or whatever it is that tastes as though it had bacon boiled with it; and talk you may be sure. Such talk! A Catharine window, maybe, with a bit of stained glass; fumed oak and a fireplace. You get it? We have only the rumor, but it is good rumor, well bushed, so to speak."

Verily, there is no accounting for the different tastes in tea! The above writer's opinion will do to card index with that of the lady from the corn belt in Illinois, who said she didn't care for claret because it tasted like Arnold's ink.

Yours faithfully,

ORIS A. POOLE.

## URGES TEA FOR HIGHER EFFICIENCY

The writer of the following letter, John Culin, who is stationed at the A. Colburn Company's branch office in Daitotei, Formosa, advances some ideas for keeping employees fit and at the same time increasing the consumption of tea:

DAITOTEI, FORMOSA, Sept. 4, 1918.

The Tea & Coffee Trade Journal Company, New York.

GENTLEMEN:

- The present conditions have developed an almost universal realization by employers of the economy of keeping their employees fit.

Men doing strenuous work require a large amount of liquid. Here our coolies work hard, perspire freely and drink tea; they never drink anything else. A bucket of tea stands at the entrance to the go-down. A coolie runs in or out with a load suspended by ropes from a yoke resting on his shoulders and weighing over 200 pounds; he stops for a moment, drinks a bowl of tea, and runs on refreshed by a safe and sane drink.

During the old days on the farm we served a horrible concoction called "oatmeal water," prob-

ably propagated by the liquor interests; now they have had their day.

There have been large amounts of money spent in America to further the consumption of tea. Perhaps you may have sufficient influence to induce some of these enthusiasts (they probably come only from Japan and Java now) to put the necessary paraphernalia in a rolling mill and serve tea to the workmen, who, above all others, should know the value of this cheapest and best beverage. The cost would be about the same per gallon as the hotted "spring" water in your office, rather less than more.

Our men in the army and navy are learning to drink tea, which will help. If we can introduce this beverage to the working men the consumption would immensely increase.

Yours sincerely,

JOHN CULIN.

## THE UPLIFT CORNER

Helpful Thoughts and Verses that Make  
for Self-Reliance and Freedom, in  
Blending Sentiment with  
Business

## AWAKENING

The bugles shrill across the world  
And fill the bannered sky  
With shapes of black and terrible kings,  
And oh, the kings must die!

The dawn is like a naked sword—  
Oh, let us speed the blade  
And bring the haughty host to earth  
From night's old ambushade!

And every dreamer rose from sleep  
And spurned his sheltered bed;  
Lifted his hands unto the sun,  
And lo! his hands were red!

From out the dusty crowns they plucked  
A thousand thousand stars;  
They mowed the mystic crescent down  
With wrested scimitars!

The mouths of kings are stopped with dust;  
The winds have swept the sky;  
Eagles have builded in their thrones,  
The banners droop on high.

Kings were the phantoms dreamers dreamed:  
But oh, the sleepers wake—  
A greater day unseals their eyes  
For Life's immortal sake!

—LESLIE NELSON JENNINGS, in *Sunset*.



# THE TEA & COFFEE TRADE JOURNAL



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Secretary and Treasurer

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Managing Editor

O. W. SIMMONS  
Advertising Manager

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## OUR BUSINESS CREED

We believe the basic principle on which a trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.

We believe in the application of the TRUTH to the editorial, news and advertising columns.

We believe in the utmost frankness regarding circulation.

We believe the highest efficiency can be secured through a CIRCULATION OF QUALITY rather than of quantity—that character and not mere numbers, should be the criterion by which the value of a publication should be judged.

We do not publish free reading notices or paid "write ups"

VOL. XXXV

December, 1918

No. 6

## FROST DAMAGE ROMANCING

The *Brazilian Review* remarks that it is "no wonder, with their experience of frost romancing, that American markets are shy of giving credit to Sao Paulo estimates." We agree with our contemporary that "wolf" has been cried too often. Recently another phase presented itself in the action of the American representative of the Sociedade Promotora da Defesa do Café calling upon American newspapers, and bearing in his hand frost damage dispatches from the headquarters of the society. We were not aware that it was one of the functions of the society to cable information of this character. One of our coffee roaster subscribers, commenting on this action, says he does not think it well for a representative of the society to peddle crop information because his patrons are coffee planters, and it should be no part of his business to seek to influence the trade as regards coffee prospects or the statistical position of the article.

Many times in the past the Brazilian Federal and State Governments have been asked to furnish the right kind of information concerning coffee crops. It seems a pity that nothing has ever been done. What the trade wants is authoritative information from responsible sources, not speculative scare-crows—bull romancing. We have repeatedly pointed out that every false or misleading statement concerning coffee that comes from Brazil does serious damage to the business as a whole. The frost damage

stories alone ought to be sufficient to force the Brazilian authorities in self-defense to do something to permit only accurate information concerning crops and stocks to go out of the country.

W. G.

#### ABOUT NECESSARY RESTRICTIONS ON COFFEE TRADING

There is no doubt that the present coffee situation is a trying one, and it calls for a nice consideration and much patience by both the trade and the Federal authorities. Whether the lifting of some restrictions by the Food Administration will solve the problem is a question. There be those who argue all of them must go or chaos will come.

The visible supply in Brazil is greater than the World's visible in 1916-17. Brazil has been indulging in an orgy of speculation based on the hope of selling large blocks of coffee to Europe. There is an unbalanced condition of stocks in the United States, and there is an unwillingness on the part of the trade to buy at present prices, which are the highest we've had in thirty years. While we are no longer at war the Food Control Act must remain in force until Peace is signed. We believe, however, that the Administration is trying to do everything within its power to meet all reasonable demands of the trade. One of the basic ideas of the Administration is that food products must not be sold at over a reasonable profit. Naturally, it is unpalatable for the speculators, under conditions that exist at the moment, to have denied them the opportunity of realizing some abnormal profits. But under the law the Food Administration has no choice in the matter. Acting upon information in its possession, which shows that the invisible supply of coffee in the country is enough to carry consumers for a considerable period (although it is admitted that not all dealers have a full ninety days' supply, still the average of all holdings is fully up to this figure), the Administration refuses to remove all restrictions on coffee.

Many coffee men blame the restrictions for everything that has happened, and some are asking, if, under the regulations, coffee has gone up 90 per cent what will happen when Government control ceases? These men say the criticism leveled at the Coffee Division of the Food Administration is fully justified, and that the restrictions should not have been imposed in the first place; also that their removal is the only way to solve the problem.

As to the first statement the trade is not altogether blameless if it is true; the record does not show that prior to the President's Proclamation they offered any constructive suggestions for control of coffee as a war-time emergency measure, pursuing rather a waiting policy, apparently hoping that this business might escape with little or no disturbance of its normal functioning. If the regulations were stupid, ill advised, or unwarranted, as some charge, the coffee men in the last analysis have only themselves to blame. They did nothing to forestall the contingency, although speculation was rife and prices were mounting. But we do not agree that the regulations were altogether bad. Mr. Hoover regards coffee as a prime necessity in war and in reconstruction. He has successfully prevented profiteering in our national beverage during the emergency, and even if he has incurred the enmity of the purely speculative interests, the people at large were not rationed or forced to pay any appreciable advance for their coffee during the war. All credit to him, therefore, and to his patriotic advisers.

Now Mr. Hoover is confronted with the problem of feeding the starving millions among our allies and the neutral nations as well as taking care of the folks at home. He tells us that according to his computation there is more than a sufficiency of coffee to carry the world during the next twelve months on any basis of likely demand. Also, sooner or later the speculation which has been in process in some foreign countries, on the theory that there would be a world shortage on peace, will, in his view, "receive a rude shock." But how about the United States?

It will be interesting to see who proves the better prophet, those traders who see certain disaster unless all restrictions are removed or Mr. Hoover, who promises us that we shall not want for anything (even coffee) if we will lend a hand to his food conservation programme and be patient yet a little while longer; and this it seems we ought to do, now that the victory is won and peace is at the threshold.

## MISCELLANEOUS TRADE NEWS

¶ A Department Covering the Activities and Developments of the Manufacturing Tea, Coffee, Spice and Fine Grocery Interests and the Supply Trades

### LAMBERT OPENS NEW PLANT

Coffee Roaster Manufacturing Company Holds a Formal Opening of Its New Factory in Marshall, Mich.

THE Lambert Machine Company, Marshall, Mich., is now located in its new manufacturing plant, a three-story modern factory building, which is shown in the accompanying picture. The formal opening took place October 18.

The Lambert Company occupies the whole building, and is devoting it to the manufacture of coffee roasting and peanut butter plants, and also machinery for producing cereal coffee. The main manufacturing departments are on the first floor, the sheet metal construction department, the drafting and the stock rooms on the second floor, while a large portion of the third floor is given over to storage of materials.

The office of the general manager, A. P. Grohens, is on the first floor. Mrs. Grohens was recently selected by the board of directors as assistant secretary, and has full charge of the manufacturing departments in the absence of the manager.

### PRACTICAL PREMIUM METHODS

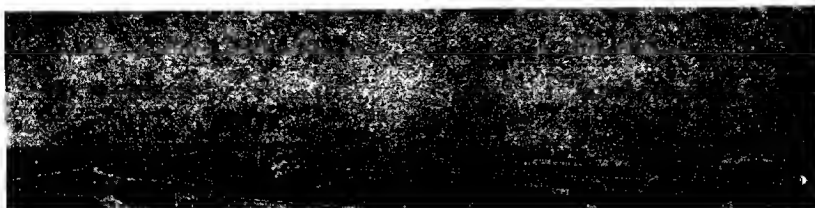
How One Large Coffee Packer Continues to Successfully Use Premiums as Sales Stimulators

IN spite of present handicaps and anti-premium agitation, Arbuckle Bros., New York, continue to feature successfully premiums with certain of their package coffees. A brief description of this firm's methods will doubtless prove helpful to other coffee packers and distributors.

A premium catalogue or, more properly speaking, an illustrated circular, is placed in every package of Ariosa and Arbuckle's Ground Coffee. The circular measures 15 inches wide by 12 inches deep, and is printed on both sides, and headed "Arbuckles' Notion Department." It is a fine example of economy in printing. Every bit of space is utilized and the paper is ordinary newspaper stock. One hundred items are illustrated, every one with a line drawing.

#### THE TERMS OF OFFER

The terms under which the premiums are offered are presented at the head of the circular as



follows: "With the package of Arbuckle's Roasted Coffee in which this list is found, the purchaser has bought a definite part of some article to be selected by him or her from the following list, covering following numbers, subject only to the condition that the signature on the package is to be cut out and returned to Arbuckle Bros. as a voucher, in accordance with the directions printed in connection with each of the one hundred items illustrated and described in the list."

The second paragraph, under the heading of terms, is apparently designed to meet the adverse premium laws now existing in a few States. It reads as follows: "DON'T exchange Arbuckle signatures for Trading Stamps, Premium Bonds or Coupons of any kind. Whoever offers to exchange or buy an Arbuckle Bros.' signature is trying to make money out of you. We will redeem our signature in valuable premiums shown on this list or in cash at One Cent each. But in States where Redemption in Premiums is Prohibited, Restricted or Taxed, our signatures will be redeemed in Cash only. And in States where Redemption in any form is prohibited, Taxed or Restricted, our signatures are void."

It will be seen that each Arbuckle Bros.' signature has a known value, and the consumer can redeem it in cash if preferred.

A study of the items listed in this catalogue is interesting. The articles are the result of years of experience with the premium-using trade, and should offer valuable suggestions to other firms. Some of the items, together with their redemption value, are as follows: Carving knife and fork, 62 signatures and 2-cent stamp, or 46 cents and 25 signatures. Silk waist pattern, 65 signatures and 2-cent stamp, or 48 cents and 25 signatures; a wall coffee mill, 27 signatures and a 2-cent stamp.

E. H. Allen, who has been manager of Arbuckle Bros.' premium department for many years, believes that premiums are a legitimate form of advertising, and is optimistic regarding their future. In his opinion, premium giving is the only form of advertising in which the consumer directly participates. He states that the housewife would not receive any better coffee from Arbuckle Bros. without premiums. He points out that the present Arbuckle Bros.' circular has been in use since June, 1916, without any change in the redemption value of the items. In view of steadily advancing prices on most commodities since that time this means a distinct saving to the consumer.

Some packers have experienced more or less

difficulty in keeping adequate stocks of premiums because of war conditions and mounting prices, which have placed many popular specialties out of reach. Mr. Allen says that the remedy for this condition is for the distributor to anticipate his needs and lay in ample supplies well in advance. This is possible when a firm has sufficient outlet and standardizes its offerings. It is a matter of making a careful selection of premiums and concentrating upon them. Mr. Allen emphasizes the point that the number of items offered should be limited to articles which are in constant demand and that are not limited to one source of supply.

### THE FIBER CONTAINER

Manufacturers Believe That the All-Paper Coffee Can is Here to Stay

NOW that it has to compete with the all-tin can it will be interesting to note the post-war status of the all-fiber package. Fiber con-



TWO INTERESTING EXAMPLES OF THE IMPROVEMENT IN THE MANUFACTURE OF FIBER PACKAGES

tainer manufacturers have spent considerable money in refining their packages, and they are now turning out paper cans for coffee, cocoa, spices, tea, etc., that are just as attractive as the tin can, and some of them possess the added advantage of having the label applied directly to the package, thus making them a permanent advertisement.

The manufacturers contend that the fiber package has been so perfected as to make it an ideal coffee container, both as regards appearance and keeping qualities, and that it is here to stay.

The two containers shown herewith illustrate the advances that have been made in the manufacture of fiber packages for coffee. The Weis-



Fibre Container Corporation, Monroe, Mich., which manufactured these particular cans, states that some of the larger coffee packers have contracted for this type of package for a period of years, indicating that they have been adopted not only as a win-the-war measure but also as a permanent package.

### MAINLY ABOUT PEOPLE

News About Men in the Trade at Work and at Play

THEODORE LANGGAARD DE MENEZES, representative of the Sociedade Promotora da Defesa do Café, who has been in this country for about nine months, sailed for Brazil on November 26. He expects to return within six months.

FRANK S. FISHBACK, president of the Fishback Company (formerly the Geiger-Fishback Company), Indianapolis, was a New York visitor during the month. The Fishback Company is marketing a pancake flour and plans to break into the New York territory in the near future.

WILLIAM S. DALLAS, with Carter, Macy & Co., tea importers, New York, in accordance with his annual custom, took two weeks off during November for a hunting trip. This year he went to Southern New Jersey and returned with his hunting bag well filled.

BEN MEYER and CHARLES F. GOLL, New Orleans green coffee brokers, spent considerable time in New York during the month, attending meetings of the coffee advisory committee. They left to attend the Cleveland meeting of the N. C. R. A. and then journey on to New Orleans.

BEN CASANAS, ex-president of the National Coffee Roasters' Association, has been elected president of the New Orleans Association of Commerce. During the month he was a visitor for a short time at French Lick Springs.

HARRY C. DANAHER, who has been engaged in the coffee brokerage business in New Orleans for a number of years, has been appointed manager for the New Orleans branch of G. Amsinck & Co., Inc.

### OBITUARY

FREDERICK MEAD

Frederick Mead, formerly a leading tea merchant of New York, died November 6 at his home in Greenwich, Conn., at 75 years of age. Mr. Mead retired from the firm of Frederick Mead & Co., 138 Pearl street, of which he was

partner with his father, shortly after the latter's death in 1898.

JOHN JABURG, Sr.

John Jaburg, Sr., senior member of the firm of Jaburg Bros., 10 Leonard street, New York, importers of coffee and dealers in bakers' supplies, died November 10 at 69 years of age. Mr. Jaburg was born near Bremen, Germany, in 1849. In 1867 he joined Austin, Nichols & Co. as a New York salesman, and started the firm of Jaburg Bros. with his brother Hugo in 1885. Hugo Jaburg is now senior member and Henry K. Jaburg junior member of the firm.

### INFORMATION FOR BUYERS

Pithy Suggestions as to Where and How to Buy to the Best Advantage

BUYERS in all branches of the tea, coffee and grocery business will find it to their advantage to read this department every month. Only items of legitimate trade news intended to be informative and helpful to buyers, and all carefully edited, will be published here.

#### ROUND CANS OF PAPER OR FIBER AND TIN

Coffee packers will be interested in the round container made by the St. Louis Paper Can & Tube Company, 4400 Union boulevard, St. Louis. In describing the can, this company, which claims to be the largest in the country confining its entire efforts to the manufacture of all-paper or tin-end and fiber round cans, states that the bodies of the "Patriotic" containers are made of two-ply chip, lined with paraffin on the inside and furnished with a paraffined disc in the bottom for added protection. Or they can be had with parchment liner and an outside protective covering of a damp-proof material. The caps come in blue or gray, manila cream or chocolate colors, and can be embossed with the packer's trade mark or initials.

These cans are made in a variety of sizes, the most popular of which are the one-pound tall,  $4\frac{1}{4}$  inches by  $5\frac{1}{2}$  inches, the one-pound squat,  $5\frac{1}{4}$  inches by  $3\frac{1}{4}$  inches, the two-pound, 5 inches by  $6\frac{1}{2}$  inches, and the three-pound,  $5\frac{1}{2}$  inches by  $9\frac{1}{4}$  inches. In addition to these coffee cans the company makes a large variety of containers for all kinds of grocery products. Samples and prices can be obtained from the company's office in St. Louis.



## The War is Still On

As far as the business man is concerned, the Great War is still on. Industry is still mobilized, and shows no signs of shifting to any other basis for some time to come.

Exigencies still require, among other things, *package-economy*.

But the far-sighted Merchant demands a package which shall meet these requirements of economy and still sacrifice little or nothing of the commodity's freshness—or of the brand's "dressy" appeal.

In *The* UNION DUPLEX BAGS and *The* UNION DUPLEX SACKS, these Merchants are finding exactly what they need—for marketing Coffee, Tea, Sugar, Spice, Rice, Flours, Meals; the list grows daily.

Some of our Merchant-Customers confess frankly that they had inherited a prejudice against "paper bags"—which prejudice disappeared the instant they saw representative samples and considered our answer to their problem. In other words, they had never tried to find out what *could be done* with *The* UNION DUPLEX BAG.

Send for samples. Tell us *your* problem. Let us help. We still have a slight margin of capacity for deliveries early in the new year. Our preliminary service will be gratuitous—and gladly rendered,

### UNION BAG & PAPER CORPORATION

(Name of the Nearest Selling Agent upon request)  
PRINCIPAL OFFICES - WOOLWORTH BUILDING - NEW YORK CITY

## WEIGHING MACHINES AT SPECIAL PRICES

The Bond Scale Company, Los Angeles, has standardized its line of automatic weighing machines, and, as a consequence, is discontinuing the manufacture of certain models. Some of the older models are being offered at special prices, ranging from \$75 to \$115. The company states that these machines are guaranteed for two years against all defects and can later be exchanged for standard machines at special valuations. Immediate delivery is promised.

## PAPER CANS FOR COCOA AND SPICES

The Single Service Package Corporation, 1 Madison avenue, New York, is turning out a fiber container that will be of particular interest to packers of cocoa and spices. According to the manufacturers they have a moisture proof coating which does not soften even under exceptional conditions, and are made expressly for packing cocoa and spices.

## TAKES ENEMY-OWNED EXCHANGE SEAT

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Nov. 26, 1918.—Among the several enemy-owned seats on the various Exchanges of the country which A. Mitchell Palmer, Alien Property Custodian, has ordered to be sold is one on the New York Coffee and Sugar Exchange, accredited to Edward Ludwig Behrens, of Hamburg, Germany. The sales will probably be private, and the purchasers must be satisfactory to the Exchanges.

LAMM.

## MEMORY MEANS MISERY

Commonplace people have good memories. They never forget the good they do; the wrongs that are done to them; nor the faults of their friends. Memory means misery, but heaven lies in faith, hope and love; and love looks to the East with a finger to her lips.

## MARKETS OF THE WORLD

Latest News Letters from Staff and  
Special Correspondents in Foreign  
and Domestic Trade Centers

## OUR LONDON LETTER

The Latest News From Mincing Lane and the  
Continental Trade Centers

Office of THE TEA AND COFFEE TRADE JOURNAL,  
34 Cranbourn Street, London, W. C. 2,  
LONDON, Nov. 5, 1918.

THE latest tea ballot involved well over 13,000,000 pounds, and the total during the past two or three weeks was 26,500,000 pounds. This constitutes a record, and emphasizes that conditions in regard to current supplies from the wholesale point of view are entirely satisfactory. It is expected that the next ballot will take place November 11, for heavy quantities are waiting to be disposed of in the wholesale trade.

Of the recent allocations of Indian tea, Assams and Darjeelings of attractive and useful character constituted a fair proportion, but a considerable portion represented descriptions of inferior quality. The liberal accession of Ceylon teas lately has in no small degree facilitated the filling of requirements in this description.

## TEA STOCKS ARE AMPLE

Shipping facilities over the remainder of the year may cause a certain falling off in the imports, but meanwhile there are ample supplies held in reserve to cope with normal needs for a few months to come. As shown by the statistics issued to the end of September, the excess of the quantities of all teas held in bond was, as compared with the same period in the previous

## NEW EQUAL VALUE ASSORTMENTS

Puritan China will delight your most discriminating patrons. Ask for samples and details—there's no obligation.

THE LIMOGES CHINA CO.

W. I. GAHRIS, Pres.

SEBRING, OHIO

**BLACK DIAMOND BRAND  
PICKLING SPICES**

SEVENTEEN VARIETIES OF THE BEST QUALITY OF WHOLE MIXED SPICES AND SEEDS SO  
PROPORTIONED AS TO PRODUCE A FLAVOR UNEQUALLED FOR ALL  
PICKLING PURPOSES. BULK OR CARTONS.

ARCHIBALD & LEWIS COMPANY

NEW YORK

# PAPER CONTAINERS

for

## Coffee, Tea, Cocoa and Spices

*Send for Samples and Particulars.*

**Single Service Package Corporation**  
of America

No. 1 Madison Ave., New York

Factories { New York City  
Yonkers, N. Y.  
Chicago, Ill.

#### WAREHOUSES

ATLANTA, GA.  
BALTIMORE, MD.  
CINCINNATI, O.  
CLEVELAND, O.

DETROIT, MICH.  
HARTFORD, CONN.  
HOUSTON, TEX.  
INDIANAPOLIS, IND.

MINNEAPOLIS, MINN.  
NEW ORLEANS, LA.  
ST. LOUIS, MO.  
SYRACUSE, N. Y.

year, 56,250,050 pounds, the total being over 91,000,000 pounds.

An interesting forecast of post-war conditions has been made at the recent meeting of Harrisons & Crosfield. The chairman said that "when the war is over and international commerce is again free to resume its normal activities—bearing in mind the entire exhaustion of all stocks in such a large number of countries—it would appear that the world's demand for tea must far exceed any possible production for some years to come."

One of the leading companies—the Doora—in its annual report, clearly reflected the adverse conditions which the management have experienced. Profits for 1917 amounted to only \$306,120, as against \$556,275 in the preceding twelve months, and the dividend reduced from 32½ per cent to 27½ per cent. The board attribute the reduction in profits almost entirely to the lower average price realized for the crop—17.04 cents per pound as against 21.78 cents per pound—owing to the price fixed by the British Ministry of Food being based on the average of the pre-war years 1911-1913. The crop was exceptionally good, amounting to 5,826,761 pounds of tea, against 5,608,379 pounds in 1906, and of this crop the Food Controller took 4,585,673 pounds at 16.46 cents f. o. b. Calcutta.

There have been some curious prosecutions in this country lately in connection with selling tea. A concern in Kendal was charged with mixing tea with an ingredient known as Roka. This material is a patented compound of cereals, fruits and nuts. There were two charges, one under an act actually as old as 1724. A fine of \$250 was imposed.

#### COFFEE STILL IN DEMAND

With regard to coffee, consumption appears to be still good, and larger quantities have been offered at recent auctions, generally at dearer

prices. For Jamaica, which has been again in good supply, there has been rather less demand, abnormally high prices having been lately paid. Holders have refused to abate their limits, consequently only part of the recent offerings were disposed of. About 5,000 bags have been sold in Prize Court, entirely Central American and Santos. Generally it may be said that the coffee market maintains recent advances and the tendency is still in favor of sellers.

THOMAS REECE.

### THE BRAZIL LETTER

Dumont Reports a Big Crop—An Attempt to Corner Coffee—Sao Paulo Prospects—American Shippers in 1917-18

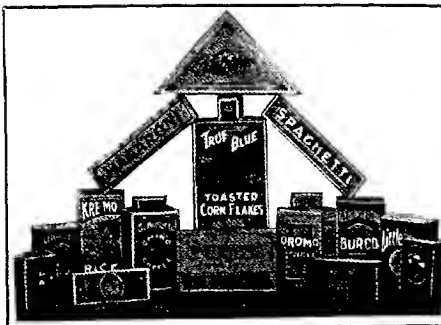
[SPECIAL CORRESPONDENCE]

RIO DE JANEIRO, BRAZIL, Oct. 8, 1918.

At a recent shareholders' meeting of the Dumont Coffee Estates, the chairman stated this year's crop to be 105,671 cwts., practically all of which went to Santos, excepting 8,881 cwts. sent to the United States. Referring to the company's prospects, the chairman said that the Dumont company could produce coffee at 21s. 2d. per cwt.

At Santos there is some wild talk about cornering coffee by means of the purchase of a railway and the organization of a line of steamers expressly to carry coffee. Clearly such schemes can have nothing to do with actual conditions, and in all probability stand for some wildcat proposal for after the war activities.

Sao Paulo reports, the first of October, that although there have been some small flowerings, they do not amount to much, and even the plantations that escaped the frost last June are not showing up at all well. In fact, the next crop will be practically nil, and if estimates of 3,000,000 bags are reached it will be the maximum. As



## PAPER CARTONS

"THE HIGH GRADE—WAYNE QUALITY"

FOR

Coffee, Tea, Spices, Dry Foods

—PROMPT SERVICE—

WRITE FOR PRICES TODAY

FT. WAYNE BOX CO.

FT. WAYNE, IND.

# Bag Inner

for lining Cartons  
and Fibre Cans to  
prevent deterioration  
of contents

Made of

Tin foil  
Waxed Paper  
White Glassine  
Natural Glassine

Strongly recommended  
by all users and by  
The Makers in  
Bryn Mawr Pennsylvania

Thomas M. Royal & Co.

regards the current crop, though entries are fairly large just now, it seems pretty certain that it won't go over 6,000,000 bags, and perhaps not even that. Really fine coffees are scarce, and the greater part of the crop now coming down to Santos is poor quality. Peaberry is very scarce, and seems likely to command high prices. The Sao Paulo market is in the hands of speculators and legitimate export business is fast becoming impracticable.

The statistical record of shipments during the 1917-18 crop year show that American shippers rank second (Brazil is first), with 342,153 bags, or 33.8 per cent, as against 35.1 per cent in 1916-17, 27.1 per cent in 1915-16, and 27.8 per cent in 1914-15. The number of American houses rose from seven in 1913-14 to nine in 1916-17, but dropped to eight in 1917-18, on the absorption of Stolle Emerson by Grace & Co. The biggest American exporter was Hard, Rand & Co., with 894,237, or 9 per cent of the total crop. J. Aron & Co. and Arbuckle & Co. both improved their position compared with 1916-17, but Grace & Co., Leon Israel & Co., Levy & Co. and McLaughlin & Co. fell off.

FAZENDA.

pals in Australia under the partial lifting of the embargo, and prices rapidly declined.

On the 16th inst. cabled news was received that the embargo had been entirely lifted. Naturally, the demand for brokenes immediately revived, the market hardening considerably; the activity, however, was short-lived, owing to later cable advices indicating the almost certain imposition of a preferential duty against Java teas, and pending more definite information buyers naturally will not commit themselves to further purchases.

The Java Tea Export License Committee, shortly after the announcement of the total lifting of the embargo, decided to take measures for the prevention of tea being shipped on consignment to Australasia; licenses will be granted only to those exporters who are able to show proof that the tea for which they require export license represents an actual sale to an Australian importer.

Their action is to be commended, inasmuch as the reopened Australian outlet cannot now be abused by promiscuous consignments, as has been the case with the American and Canadian markets. It is to be hoped that the committee will now turn its attention to the prevention of further consignments to America and Canada.

## THE JAVA MARKET LETTER

With the Australian Demand Resumed, Tea Prices Are Firmer—Speculators Are Upholding Coffee Prices

[SPECIAL CORRESPONDENCE]

BATAVIA, JAVA, Sept. 1, 1918.

LEAF grades have been practically without support throughout August, the only inquiry being for the better class Orange Pekoes and Pekoes, of which a few invoices changed hands at reduced rates. The demand for brokenes also fell away during the first half of the month, buyers having secured and shipped in July practically the whole of the quantity allotted to their princi-

## THE COFFEE MARKET

The Soerabaja market was very depressed at the commencement of August, and several parcels changed hands on the basis of f15 for both ready and forward delivery. Towards the middle of the month rumors were current to the effect that the Government would bring minimum prices into operation.

On the strength of these rumors Chinese speculators entered the market, while, on the other hand, estates were not disposed to sell so freely, with the result that prices rose rapidly from f 15 to f 18. In the last week considerable quantities changed hands at f 19, and about 5,000 piculs were sold at f 19.50 per picul.

## PUREST AND BEST BAKING POWDERS

Cream of Tartar and Pure Phosphate

Buyers Private Brands at Attractive Prices

Also High Grade Cocoas under Private Brands

MANHATTAN BAKING POWDER CO., 264 Spring St., New York

## PHOSPHATE

For Baking Powder and Prepared Flour

PROVIDENT CHEMICAL WORKS

Main Office and Works: 8011 IDAHO AVENUE, ST. LOUIS Branch Offices: NEW YORK, CHICAGO

## One Pound Oblong Coffee Canisters

Now is the time to develop plans for future business. The adoption of our 1-lb. oblong coffee CANISTER, with slip cover, friction or screw top, is a direct means toward this end, as it represents *an individual design of container of unsurpassed advertising value that is bound to increase your sales of package coffee.*

Some of the important advantages in connection with the use of the oblong shape CANISTER are covered in the terse summary outlined below.

- I. PRICE.—Cheaper than an all-metal can of any construction.
- II. QUALITY.—Body made of waterproofed fibre, parchment lined inside and with tin top and bottom.
- III. PACKING.—Requires less space than round can. Saves storage room. Permits close packing—no breakage.
- IV. LABELLING.—We apply your labels free of charge.
- V. APPEARANCE.—It is the largest looking ONE POUND COFFEE CAN ever developed—stands out on the grocer's shelf.
- VI. HANDLING.—The friction top style can be quickly filled and packed for shipment. Re-shipping cases to fit your needs, if desired.

If you have an old BRAND that is lagging or contemplate marketing a new BRAND we know that the ONE POUND OBLONG COFFEE CANISTER should be your choice for a container that is thoroughly satisfactory and economical.

We specialize on SQUARE and OBLONG shapes with fibre bodies and tin tops and bottoms for coffee, tea, cocoa, spices, baking powder and other dry products. CANISTERS can be equipped with slip covers, screw top, friction top, sifting top, etc. Sizes to hold up to five pounds of coffee and tea, ten pounds of cocoa, baking powder and spices, and smaller capacities.

The CANISTER is beyond question the finest container on the market for the purpose for which it is designed, and is also the cheapest. Samples gladly sent free on request.

---

**THE CANISTER COMPANY OF NEW JERSEY**

**PHILLIPSBURG, N. J.**

**New York Office**

**17 BATTERY PLACE**



## NEW ORLEANS LETTER

News of the Trade in the "Logical Port" as  
Gathered by Our Own Correspondent

NEW ORLEANS, Nov. 30, 1918.

**T**HE coffee trade situation in New Orleans during November was very chaotic. Sales were made at irregular prices, depending on the cost price, etc., and were small. As the stock was down to a very low point, no doubt the light trading prevented its being wiped out altogether.

There has been some increase in stock at New Orleans, it amounting on November 30 to about 104,000 bags, exclusive of milds. The first Japanese ship to reach this port left some coffee here, but its 85,000 bags went mainly to the interior. A small amount of mild growths arrived, but the taking away of the United Fruit ships checked even this supply, although it is hoped enough tonnage will be secured as more coffee becomes available in Central America.

The local trade has been backed by the whole Mississippi Valley in its request for sufficient ships to supply New Orleans with coffee from Brazil, but owing to war needs the dealers have not felt like complaining at the improbability of getting them at present. Still more urgent, however, has been the demand for removal of trade restrictions, and a strong appeal was sent to the United States Food Administration. As the war pressure is easing up New Orleans will have plenty of space for handling all coffee that might come through this port and a strong effort will be kept up to get ships.

## NEW ORLEANS EXPECTS BIGGER TEA TRADE

Commenting on the tea situation at New Orleans, Thomas L. Milam, representing Carter, Macy & Co., Ltd., said: "The trade at New Orleans now is buying to meet immediate requirements, anticipating that peace prices will be cheaper. But big houses in the South, except at

New Orleans, have anticipated their wants for a longer time. There will be more tea put through this market than ever before. Boats carrying cargoes for New Orleans will make business better for St. Louis, Kansas City and Memphis, the gateways to the Southern and Western States, than heretofore, when the teas came in by the Pacific Coast. There is no longer the advantage of the low freight from San Francisco accruing to the trade from that region.

"The holdings of importers here are light, some having only about one-fourth the amount to fill orders. Others have held teas, figuring on advances."

Prices quoted at New Orleans are about as follows: Congo, 25 to 35 cents; Formosa, 33 to 50 cents; Java, 24 to 38 cents; Young Hyson, 32 to 40 cents; gunpowder, no offerings in the standards; pinheads, 54 to 57 cents; pan-fire Japan, 35 to 46 cents; basket fire Japan, 34 to 50 cents.

## CASANAS HEADS COMMERCE ASSOCIATION

B. C. Casanas, president of the National Coffee Roasters' Association, was elected president of the New Orleans Association of Commerce at its annual meeting recently. Mr. Casanas has been an active member and worker for the advancement of New Orleans commercially for many years.

After his recent visit to Washington to confer on the removal of coffee regulations, Mr. Casanas stopped over at French Lick Springs, and then attended the meeting of the executive committee at Chicago, after which he left for Cleveland for the annual convention of the association. Secretary Toms left the first of the month, and D. H. Hoffman, president of the Southern Coffee Association, also went later. Ben Meyer and Chas. F. Goll went to New York to attend a coffee advisory committee conference, and were expected to visit the convention before returning to New Orleans. E. K. PELTON, SR.

## COFFEE ROASTING FOR THE TRADE ONLY

No Spice Grinding

COFFEE SEPARATED

No Coffee Selling

### JOHN W. HAULENBEEK CO.

(Established for 38 Years)

NO ACCOUNT TOO LARGE FOR US TO HANDLE.

WE MAKE A SPECIALTY OF HANDLING OUT OF TOWN ACCOUNTS.

393 GREENWICH STREET

NEW YORK

Phone Canal 217-218-219



**THE SIGN OF  
BETTER CANS**

**AMERICAN CAN COMPANY**

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

## NEW ORLEANS LETTER

News of the Trade in the "Logical Port" as  
Gathered by Our Own Correspondent

NEW ORLEANS, Nov. 30, 1918.

THE coffee trade situation in New Orleans during November was very chaotic. Sales were made at irregular prices, depending on the cost price, etc., and were small. As the stock was down to a very low point, no doubt the light trading prevented its being wiped out altogether.

There has been some increase in stock at New Orleans, it amounting on November 30 to about 104,000 bags, exclusive of milds. The first Japanese ship to reach this port left some coffee here, but its 85,000 bags went mainly to the interior. A small amount of mild growths arrived, but the taking away of the United Fruit ships checked even this supply, although it is hoped enough tonnage will be secured as more coffee becomes available in Central America.

The local trade has been backed by the whole Mississippi Valley in its request for sufficient ships to supply New Orleans with coffee from Brazil, but owing to war needs the dealers have not felt like complaining at the improbability of getting them at present. Still more urgent, however, has been the demand for removal of trade restrictions, and a strong appeal was sent to the United States Food Administration. As the war pressure is easing up New Orleans will have plenty of space for handling all coffee that might come through this port and a strong effort will be kept up to get ships.

### NEW ORLEANS EXPECTS BIGGER TEA TRADE

Commenting on the tea situation at New Orleans, Thomas L. Milam, representing Carter, Macy & Co., Ltd., said: "The trade at New Orleans now is buying to meet immediate requirements, anticipating that peace prices will be cheaper. But big houses in the South, except at

New Orleans, have anticipated their wants for a longer time. There will be more tea put through this market than ever before. Boats carrying cargo for New Orleans will make business better for St. Louis, Kansas City and Memphis, the gateways to the Southern and Western States, than heretofore, when the teas came in by the Pacific Coast. There is no longer the advantage of the low freight from San Francisco accruing to the trade from that region.

"The holdings of importers here are light, some having only about one-fourth the amount to fill orders. Others have held teas, figuring on advances."

Prices quoted at New Orleans are about as follows: Congo, 25 to 35 cents; Formosa, 33 to 50 cents; Java, 24 to 38 cents; Young Hyson, 32 to 40 cents; gunpowder, no offerings in the standards; pinheads, 54 to 57 cents; pan-fire Japan, 35 to 46 cents; basket fire Japan, 34 to 50 cents.

### CASANAS HEADS COMMERCE ASSOCIATION

B. C. Casanas, president of the National Coffee Roasters' Association, was elected president of the New Orleans Association of Commerce at its annual meeting recently. Mr. Casanas has been an active member and worker for the advancement of New Orleans commercially for many years.

After his recent visit to Washington to confer on the removal of coffee regulations, Mr. Casanas stopped over at French Lick Springs, and then attended the meeting of the executive committee at Chicago, after which he left for Cleveland for the annual convention of the association. Secretary Toms left the first of the month, and D. H. Hoffman, president of the Southern Coffee Association, also went later. Ben Meyer and Chas. F. Goll went to New York to attend a coffee advisory committee conference, and were expected to visit the convention before returning to New Orleans. E. K. PELTON, SR.

## COFFEE ROASTING FOR THE TRADE ONLY

No Spice Grinding

COFFEE SEPARATED

No Coffee Selling

**JOHN W. HAULENBEEK CO.**

(Established for 38 Years)

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December, 1918

THE TEA AND COFFEE TRADE JOURNAL



**THE SIGN OF  
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**AMERICAN CAN COMPANY**

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## CHICAGO NEWS LETTER

Activities of the Trade in the Windy City and  
Vicinity as Seen by Our Own  
Correspondent

[FROM A STAFF CORRESPONDENT]

CHICAGO, Nov. 30, 1918.

THE situation in the coffee market is approaching an extremely critical stage. Merchants here believe there is not a sixty-day supply of coffee in the country. The end of the war is looked upon as calculated only to aggravate the situation, as Austria and Germany have practically no coffee and must be supplied. Chicago, however, is said to be the cheapest coffee market in the world at present, due to the fact that Chicago merchants were last to buy at present high prices.

The tea market is extremely slow, as buyers seem to be holding off because of present high prices. There is no immediate prospect of a decrease in prices, say Chicago merchants, as the next tea crop will not be available until about next May.

The Chicago Coffee Roasters' Association recently passed a resolution addressed to the United States Food Administration, asking that restrictions be removed immediately. The request was turned down by the Federal authorities. A suggestion was made to the officers of the local association by one of its members that the tone of the request was not sufficiently emphatic. Preparations are now under way for a new request to the Administration, the result of which will be announced shortly.

A resolution in memory of the late Wilson Samuel Rice, of E. B. Millar & Co., has been drafted for presentation to the Chicago Coffee Roasters' Association by a committee consisting of Thomas J. Webb, Oscar Remmer and H. H. Hixson.

The executive committee of the National Coffee Roasters' Association met here on November 22, and selected December 5 and 6 as the dates for the postponed convention meeting in Cleveland. The meeting was presided over by President B. C. Casanas, of New Orleans. Practically all the membership was present.

The session was entirely executive, but at its conclusion President Casanas announced the adoption of a resolution urging upon the United States Food Administration the immediate removal of all restrictions with reference to the industry, now that the world war has been won. Discussion of the subject, it was said, disclosed a unanimity of opinion that the industry needed freedom from restraints imposed in the interest of conservation and for the benefit of the war programme.

E. J. COSTELLO.

## THE NEW YORK MARKETS

Special Market Reviews for "The Tea and  
Coffee Trade Journal"

NEW YORK, Dec. 3, 1918.

SINCE our last review was written the coffee market has gone steadily from bad to worse, until at the present time a condition of disorganization exists that is absolutely without parallel in the memory of the oldest members of the trade. In fact, matters became so intolerable that a number of strong appeals for the entire abolition of all restrictions were sent to the Food Administration from the local exchange and from exchanges in New Orleans, San Francisco and Chicago. The Administration, evidently realizing the emergency, urgently requested that a committee from the New York Exchange be sent to Washington. Following the conference there, George W. Lawrence and George A. Zabriskie, of the Administration, came to this city to confer

**When in the market for bulk coffees let us  
quote and submit samples.**

**A large assortment of quality coffees to  
select from.**

**B. FISCHER & CO., Inc.**  
**IMPORTERS**

Tea--Coffee--Spice--Rice

NEW YORK CITY



## Ritchie's ALL FIBER CANS TIN TOP AND BOTTOM CANS

The ideal container in place of expensive tin cans. Ritchie's Paraffined or Parchment lined cans hold the aroma, are airtight and non-absorbing. The ideal package for Coffee, Tea, Spices, Coconut and all dry foods.

*Quotations and samples promptly forwarded.*

**W. C. RITCHIE AND COMPANY**  
414 SO. GREEN ST., CHICAGO, ILL.

(Trade **NAPACAN** Mark)

The highest grade all paper can on the market. Its impervious qualities are "built into it", the manufacturing process being entirely different from all other forms of paper containers.

A Baltimore Coffee Roaster writes: "The Napacan has proven the best for ground coffee that we have tried since the advance in tin. We are enthusiastic about it."

It is also the handsomest package on the market. The patent Hermetic Seal Closure is ideal for Coffee. Write for catalogue and samples.

**NATIONAL PAPER CAN CO.,**  
576-598 Clinton St., Milwaukee.



with the Exchange's special committee and the trade's advisory committee.

On December 2 the trade received modified regulations promulgated by the Administration and endorsed by the special committee. A meeting to consider the regulations is to be held December 9. In some quarters these are regarded as fully as liberal as can be expected, and it is believed that large purchases in producing countries will ensue, thereby averting the threatened famine. Such purchases, of course, will probably cause further advances in primary markets where values are already at phenomenally high levels.

As noted last month the Administration early in November ordered the liquidation of outstanding future contracts at maximum prices; but this order, coupled with a reiteration of previous orders to "keep coffee moving," failed to release any substantial quantity in the spot market. It is true, the first effect was to release a fair amount of Rio and Victoria coffees, but practically no Santos came out. Subsequently the offerings became still smaller, many holders withdrawing stocks because of doubt as to the interpretation of conditions under which the War Board had stated they would consider applications for import licenses.

In keeping with further advances in Brazil local spot prices have gone to new high marks, but the rule limiting profits has caused wide discrepancy in quotations. Santos 4s, for instance, have sold all the way from  $15\frac{1}{2}$  to  $20\frac{1}{2}$  cents. Roasters have secured small lots of Rio 7s from  $10\frac{3}{4}$  to  $13\frac{1}{2}$  cents, but jobbers have bid 15 cents for large blocks and found nothing available for jobbing. Visible supplies have been decreasing steadily, the total of Brazilian being now only 996,098 bags, against 2,431,875 a year ago. In ordinary times it was not unusual to see about a million bags afloat from Brazil at this season. Now the amount en route is only 212,000 bags, and at one time it was only 157,000.

Early in the month cost-and-freight business was practically suspended, but recently buyers have shown more interest, and moderate sales are reported at remarkably high prices. It is interesting to note that not a sale of Santos 4s was made between 15 cents and 19 cents c. and f. Recent transactions have ranged between 19 cents and  $20\frac{3}{4}$  cents. Stocks of mild grades are also decreasing and prices continue to advance, although some growths are still cheaper than Santos. The fact that the Government has continued a free buyer of Brazilian and mild grades, accounts to a large extent for the liberal warehouse

## DANNEMILLER COFFEE CO. BROOKLYN - N. Y. CITY

**COFFEE—Roasted and Green**

To Wholesale Dealers Only

## "Ark safe" Elastic Paper Linings

**FOR BAGS AND BARRELS**

Absolute protection to Coffee, Rice, Sugar  
and Spices.

Samples Upon Request

**Arkell Safety Bag Co.,**

CHICAGO

14 East Jackson Boulevard

NEW YORK

120 Broadway



## How do your products arrive—Over There?

Manufacturers of foods and allied products are exporting today where formerly their output was utilized for domestic consumption. They are therefore, confronted with problems in wrapping and packing that are entirely new to them.

As Diamond-F Protective Papers are made to protect products from contaminating influences of various kinds, there is surely one that can settle this more or less vexing problem for you.

If you are in need of papers that are waterproof, airtight, greaseproof, and alkali-proof, get working samples at once of

## Diamond-F Protective Papers

Glassine

Greaseproof

Vegetable Parchment

Parchmoid



**Diamond-F**

A Mark of Quality  
A Sign of Service

They may be had in sheets, rolls, and circles. All are pure cellulose and free from oils, chemicals, waxes, metals, etc.

Ask your jobber or write  
direct to us

**Diamond State Fibre Company**

Bridgeport, Pa. (Near Philadelphia)

Also makers of Diamond Fibre—  
"A Remarkable Material"



This well known product gets there looking just as fine as when it left the factory because wrapped in DIAMOND-F GLASSINE.

## The Package Wind Blows The Langston Way

**Samuel M. Langston Co.**  
MANUFACTURERS OF PAPER WORKING MACHINERY  
Camden, N. J.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



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**COFFEE—Roasted and Green**

To Wholesale Dealers Only

## "Ark safe" Elastic Paper Linings

**FOR BAGS AND BARRELS**

Absolute protection to Coffee, Rice, Sugar  
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If you are in need of papers that are waterproof, airproof, greaseproof, and alkali-proof, get working samples at once of

## Diamond-F Protective Papers

Glassine

Greaseproof

Vegetable Parchment

Parchmoid



**Diamond-F**

A Mark of Quality  
A Sign of Service

They may be had in sheets, rolls, and circles. All are pure cellulose and free from oils, chemicals, waxes, metals, etc.

Ask your jobber or write  
direct to us

**Diamond State Fibre Company**

Bridgeport, Pa. (Near Philadelphia)

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This well known product gets there looking just as fine as when it left the factory because wrapped in DIAMOND-F GLASSINE.

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deliveries. Of the local stock it is estimated that from 300,000 to 500,000 bags is held for foreign account, and hence the failure of the Administration to dislodge this coffee in order to relieve the great stringency is causing much dissatisfaction.

#### THE TEA MARKET CONTINUES DULL

The tea market jogs along in the same dull manner that has been apparent for some weeks past. Routine buying seems to be the only activity in local wholesale circles, with now and then an infrequent sale to fill an immediate requirement. Buyers appear to be waiting on the settlement of shipping conditions, both here and in foreign countries. Some jobbers are expecting an early resumption of demand.

There has been a noticeable firmness in Java grades the past few weeks. Some traders attribute it to cable advices from Batavia that the "Dutch East Indies Government has decided to stop all shipments of Java teas to the United States." According to semi-official advices the Dutch East Indian Government has not taken this step, although it is acknowledged that with the Australian market open Java teas will not come to this country in such abundance as they did last year.

Prices in all lines of teas continue about the same as they have for the past two months.

#### THE SPICE MARKET

With domestic business stagnant and imports still negligible, the increasing demand for export for all the principal spices proves to be the feature of the market to-day. Market men are looking for smaller spot stocks and probably higher prices if the foreign inquiry continues.

PEPPERS—Practically no trading of importance in this line and prices continue unaltered. CLOVES—The domestic trade is small, but export business is increasing. PIMENTO—There has been a moderate demand. CASSIAS—There has been brisk trading in Chinas, with prices going lower. NUTMEGS—The market continues unimportant. MACE—Fair jobbing business; prices are unchanged. GINGERS—Stocks are very low and prices high.

#### NAVY TO OPEN TEA BIDS

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Nov. 27, 1918.—The Bureau of Supplies and Accounts, Navy Department, will on December 16 open bids for 300,000 pounds of tea for the Brooklyn navy yard.

LAMM.

**General Can Company**

Sixteenth & Canal Sts.

Chicago, Ill.

**Tin and Fibre  
Cans**

**U. S. BONDED AND FREE STORAGE SPACE  
FOR TEAS, COFFEE, RICE, GENERAL MERCHANDISE**

**ANCHOR WAREHOUSES, Inc.**

231-241 EAST 47th STREET and 887-9 SECOND AVENUE  
NEW YORK CITY

Steel and Concrete Fireproof Buildings. 120,000 Sq. Ft. of Storage Space. Large Lots a Specialty.  
Two Immense Elevators. Quick Service. Reasonable Rates. Large Shipments can be sent to us by Lighters via the 47th Street East River Pier—Just a block from our Warehouses.  
Reserve Space now—Telephone Murray Hill 8831



**Meat. Butter. Bread. Cheese. Fruit. Package Foods. Fish. Macaroni. Vegetables and food for the world.**

**THIS is what you pay for, not THIS**

WHEN buying vegetable parchment or waxed papers or any other paper as a protection for foods or some other product that requires a protective wrapper—look behind the paper itself! Consider the service it renders. Think how it SAVES food for humanity. This food which, without protective wrappers would be wasted, is really what you are paying for.

Vegetable parchment and waxed sheets are "Papers that Save" in two senses of the word—they save the product they enclose—they save their own cost! In these abnormal times we can't promise to ship by return freight—but you ought to know about vegetable parchment and waxed papers for you will need them in the great economy era after the war.

**Kalamazoo Vegetable Parchment Co.**  
Kalamazoo, Michigan



**"SEALRIGHT"**  
**High Grade Paper Cans**

for the packaging of Coffee, Tea and other Dry, Liquid and Semi-Liquid Foods.

Fine appearing, durable, water-tight, odorless and tasteless.

The superior appearance and construction of "Sealright" Cans, attract immediate attention wherever shown.

Write for Samples and Prices  
**SEALRIGHT CO., INC.**  
FULTON, N. Y.



Comply In  
Every Way

to the

## War Industries Board Requisition

*Wico*  
**FIBRE  
CONTAINERS**

For Packaging  
COFFEE, TEA,  
BAKING POWDER,  
COCOA, SPICES, Etc.

The War Industries Board—Tinplate division—has recently ruled that Coffee, Tea, Cocoa, Spices and Baking Powder are to be put up in fibre containers, and they specially recommended a square container, made of all-fibre, so as to conserve packing and shipping space as well as tin.

*Wico* Fibre Containers conform perfectly to this ruling.

They are square in form; no tin or other metal is used in their construction.

If ordered in quantities large enough we can supply them knocked down, folded flat, to be assembled at your own plant.

Let us help you solve your packaging problems. Get complete information, prices, etc.

**THE *Wico* FIBRE  
CONTAINER CORPORATION**  
160 West Front St. Monroe, Mich.

## SALIENT TRADE NOTES

Alfred D. Levy, New Orleans coffee importer, and John W. Ivy, commission merchant, New York, have been elected members of the New York Coffee and Sugar Exchange.

Charles L. Meehan, of the old coffee firm of P. C. Meehan & Co., recently received a letter from his son, Thomas J., who is "top sergeant" of Battery B, 305th Field Artillery, a unit of the 77th Division—"New York's Own." Young Meehan had just completed a service of over 100 days on the front line, and from his long and interesting letter, dated October 28, it was evident that he was in first-class condition.

Gustav L. Stewart, manager of the coffee department of the R. Lawrence Smith Export & Import Company, returned to business late last month. He was still limping around with the aid of a cane, not having quite fully recovered from the effects of an infected abrasion of the foot which had confined him to his home for three weeks.

The Brownell & Field Company, Providence, R. I., will soon enlarge its coffee department by adding two more No. 1 Burns roasters, with a new tiptop cooler box, and will make improve-

ments in the present cooler and stoner connections.

Daniel Talmadge, once head of the firm Dan Talmadge's Sons, rice dealers in New York, died November 19. He was 74 years old and retired from business several years ago. E. E. Losee is now managing the firm.

The Merchants Coffee Company, New Orleans, will soon add three more No. 21 Burns mixers and a 28-foot bucket elevator.

The building at 96 Front street, New York, in which P. C. Meehan & Co. is located, on the ground floor, has been sold. It is understood that the coffee firm mentioned has had its lease extended for a long term.

The Guittard Company, San Francisco, has contracted for a No. 5 Burns cocoa roaster of 400 pounds capacity.

The Western Grocers' Mills, Marshalltown, Ia., recently ordered a large quantity of napacans for packing steel-cut coffee. The National Paper Can Company supplied the containers.

The Pacific Coast Stores Company, Los Angeles, recently purchased another No. 7 Burns coffee roaster and equipment, making 24 of these machines used in their several stores in California.

The Bond Manufacturing Corporation, Wil-

## EPPENS, SMITH COMPANY

*Importers and Jobbers*

### COFFEES and TEAS

267-269-271 Washington St., 103-105-107 Warren St.,

124 Front St., New York

## JAVA and SUMATRA COFFEES

SPOT AND AFLOAT

*Offering some choice lots.*

*Ask for Samples*

# TRANSMARINA TEAS

## CALLING A SPADE, A SPADE!

Retailers! Why not sell Java Tea under its own name?

Jobbers! Why not feature Java Tea in packets?

The good reputation of Java Coffee still persists in the public mind in spite of scant supply.

"Java" is synonymous with quality in Coffee. It may well be so with tea.

Java Tea is no longer an experiment. Adopt a quality standard and sell it for just what it is.

Use Java Teas of "the better kind". The results will surprise you. Some wise dealers are already utilizing this idea.

**HANDELMAATSCHAPPY "TRANSMARINA," INC.**

(Trading Co. "Transmarina")

62 William Street,  
New York City, N. Y.

mington, Del., maker of bottle caps since 1905, has now entered the collapsible tube business. S. C. Bond is president; H. P. Scott, vice-president, and C. A. Tome, manager.

W. R. Grace & Co. have erected an addition to their New York office in Hanover Square. The equipment will include green coffee testing apparatus—a five-cylinder tilting Burns roaster, hot water kettles, a motor-driven sample grinder and a Tuxedo revolving table.

D. W. True & Co., one of the oldest wholesale grocery firms in Portland, Me., has purchased the interests of the Steadman Hawkes Company, whose building adjoined that of True & Co.

Campbell, Holton & Co., Bloomington, Ill., recently bought another No. 1 Burns granulator with chaff remover.

The Rogers Company, Seattle, Wash., has taken over the adjoining factory of Morehouse & Co., mustard manufacturers.

The Frederick W. Lipps Company, manufacturer of chocolates, etc., Baltimore, will install a Burns raw cocoa cleaner.

C. E. Ward & Sons, wholesale grocers, Decatur, Ill., have moved into larger quarters at 526-530 East Main street.

Jabez Burns & Sons, New York, who recently shipped to Hongkong two of their standard No.

## Meiji Trading Company, Ltd.

Successors To

Furuya and Nishimura

HEADQUARTERS for TEAS of ALL KINDS  
and PRODUCE

96 Front Street

New York

*Branches at Chicago and Montreal*

## EXPORTERS

THE FOREIGN AND HOME PRODUCTS CORP'N

93 FRONT ST., N. Y. CITY 'Phone Hanover 1070

*Desires to QUOTE PRICES and to SUBMIT SAMPLES of*

## TEAS

**Packed to Suit Export Buyers**

**Leads and Tins**

$\frac{1}{8}$ — $\frac{1}{4}$ — $\frac{1}{2}$ —1  
pound packages.

**Caddies and Boxes**

Lead Lined  
5 lbs. to 25 lbs.  
Iron strapped.

**Original Boxes**

Half Chests  
Cases  
Iron strapped.

# **JAVA TEAS OF DIRECT IMPORT**

**ROWLEY DAVIES & CO., LTD.**

BATAVIA, JAVA  
OR FENCHURCH HOUSE,  
5, FENCHURCH STREET,  
LONDON, E. C.

**WILL GLADLY SUPPLY ALL INFORMATION**

# **IRWIN-HARRISONS & CROSFIELD, Inc.**

*Importers and Jobbers of Teas*

PHILADELPHIA	NEW YORK	BOSTON	CHICAGO
50 So. Front St.	96 Wall St.	27 India St.	425 W. Ontario St.
SAN FRANCISCO, 25 California St.			

London	Colombo	Calcutta	Batavia	Shanghai	Hankow	Foochow
Shidzuoka	Daitotei	Medan (Sumatra)	Singapore			

# **FRANCIS PEEK & CO., Ltd.**

Head Office: 20 Eastcheap, London, E. C.

<b>SINGAPORE</b>	<b>JAVA</b>	<b>SUMATRA</b>
Laidlaw Buildings	Batavia, Soerabaja, Bandoeng and Semarang	Medan and Padang

# **EXPORTERS of JAVA TEA**

and other Dutch East Indian Produce

<b>TIN</b>	<b>RUBBER</b>	<b>SUGAR</b>
COFFEE	RICE	TAPIOCA
PEPPER	CITRONELLA OIL,	ETC.

WRITE TO OUR BATAVIA HOUSE AND ASK TO BE PLACED ON  
MAIL LIST TO RECEIVE OUR JAVA MONTHLY PRODUCE REPORT



2 mills for grinding peanut butter, say Orientals are displaying an increasing interest in peanut products for home consumption.

W. R. Bethuran, B. W. Decker, G. C. Rowland and M. E. Cooper, former salesmen of the Jewel Tea Company, Evansville, Ind., have been prohibited by a Federal Court order until September 14, 1919, from "making use of any of the business methods, forms, names, addresses or customers of the Jewel Tea Company, Inc."

The American Products Company, Omaha, Neb., a coffee-roasting firm, has taken up the manufacture of peanut butter. The company recently ordered one of the latest Burns peanut mills.

Seiichi Ishii, of the Fuji Company, tea exporter at Shizuoka, Japan, arrived in New York recently, expecting to remain in this country several months. He has made his headquarters at the New York office of Charles de Cordova, 78 Wall street.

George Westzenberg, sergeant in the Second Anti-Aircraft Machine Gun Battalion, A. E. F., and former city salesman with Russell & Co., essential oil importers, New York, has been cited and decorated for gallantry in action. While under shell fire he rescued a wounded officer and brought him back to the American lines in safety.

## BUSINESS WITH PORTUGAL

Specialty in

## Teas, Coffees and Cocoas

IMPORTERS AND EXPORTERS

SOCIEDADE PORTUGUESA IMPORTADORA AND EXPORTADORA Lda.

(Portuguese Import and Export Co., Ltd.)

Head Office:

Rua dos Douradores, 83, LISBON

London Office: 63, Crutched Friars, E. C. 3

Agencies all over the world

## TEA AND COFFEE CURIOS WANTED

Old books, papers, advertisements, hand bills, etc. having to do with the Early Days of the Tea and Coffee Trade in America wanted for our permanent historical collection. Donors will be suitably memorialized. If not offered as a gift, state price and full particulars. Address The Library of The Tea & Coffee Trade Journal, 79 Wall Street, New York.

# George W. Lawrence & Co. COFFEE

87 Front Street

New York City

SOLE NORTH AMERICAN AGENTS  
NAUMANN GEPP & CO., Ltd.

Santos

Vivacqua & Irmaos  
Victoria, Esp. Santos

M. Ries  
Aden, Arabia

Thos. P. Monahan formerly of F. W. Markham & Co.	G. A. Schmidt formerly of J. H. Thompson Coffee Brokerage Co.
<b>MONAHAN BROKERAGE COMPANY</b> (Incorporated) <b>508 South 7th Street, St. Louis, Mo.</b> IF YOU WANT "SERVICE", Don't fail to command us.	

**E. B. MÜLLER & CO.**  
 Importers, Growers and Manufacturers of  
**CHICORY AND**  
**COFFEE SUBSTITUTES**  
 OF EVERY GRADE  
 211 FRANKLIN STREET, NEW YORK

**REEVE & VAN RIPER**  
 WAREHOUSEMEN  
**COFFEE** Milling, Cleaning, Hulling,  
 Separating and Picking  
*Packers of Teas* in all styles. Lead  
 packages a specialty  
 Storage and Weighing  
 46-48-49 WATER ST., NEW YORK

BEST VALUES IN  
**India and Ceylon**  
**TEAS**  
 Importers  
**A. H. SAKLAT & CO.,** 87 Front St., New York  
 Tel.—HANOVER—6864


**TEMPLE GARDEN**  
 BRAND



TEA  
COFFEE  
COCOA  
CHOCOLATE  
SPICES  
EXTRACTS

THE TEMPLE GARDEN CO., BOSTON

**COFFEE**  
**URN**  
**BAGS**



Urn bags are our specialty. You get the kind  
 you want, when you want them. Quantity  
 production—complete facilities—honest service.  
 Ask for samples.  
**NATIONAL URN BAG CO.**  
 174-176 East 104th St. New York

**The Laurel Improved**  
**Coffee Granulator**  
**and Chaff Remover**

Cheapest and best machine on the market.  
 The machine you will want to increase your sales of clean ground coffee. Write for photo and sample of the work of machine.  
 Used Coffee-Roasting and Grinding Machinery. Send for list.  
**The Laurel Mfg. Co.**  
 627 N. 3d St., Phila., Pa.



**TRICOLATOR**  
**"THE"**  
**COFFEE MAKER**

The Aluminum Bowl  
 Makes Perfect Coffee  
 Thru Paper Filters  
 \$1.75

Included with the  
 2qt. FIRE KING  
 (Almost Unbreakable)  
 CHINA Urn \$3.00



A Gallon size \$7.50  
 with Fire King urn  
 and 100 filters

Send for circular and prices on Urn  
 TRICOLORATORS and Filter Paper.  
**THE TRICOLORATOR CO.**  
 CHICAGO

## THE PRACTICAL RETAIL GROCER

A department devoted to the discussion of problems which vex retailers; telling how to arrange, display and sell goods; how to systematize; how to advertise, how to obtain the maximum efficiency in the grocery business.

### THE CASE OF PACKAGE SUGAR

What the American Sugar Refining Company  
Wrote the Food Administration About  
Packaging Groceries

WHEN the United States Food Administration was recently considering a regulation against the use of packages for food, Joseph E. Freeman, secretary of The American Sugar Refining Company, was asked to present the case of package sugar for consideration. Following are some extracts from his letter to Herbert Hoover, pointing out the advantages of packages in modern merchandising methods:

#### ADVANTAGES TO THE GROCER

To the 350,000 grocers in this country, sugar sales represent about one-fourth their total business in dry groceries. Package sugars eliminate spillage, waste in handling or delivery, loss in spoiling by drying and consequent hardening, the loss to the grocer in over-weight by incorrect packing of bulk sugars, and the loss to the consumer in underweight through carelessness or unscrupulousness.

They eliminate the cost of bags and twine and the labor of clerks in putting bulk sugars into small packages. Modern machines at the refinery pack as high as from 27 to 54 packages per minute, or 1,620 to 3,240 per hour. It would take a force of twenty grocery clerks to do the work of one modern machine and two girl operators.

The modern grocery store is physically arranged to handle package business. The shelving, counters and storage space are suited to the handling of packages, and to transform these so as to accommodate bulk goods would involve huge expenditure and effort.

Small packages promote the stabilization of the business, make available a unit which can be evenly and rapidly distributed and easily replenished, facilitate quick service, the saving of time of grocer and customer and prevent over-buying or hoarding. In a housewife's panic or an actual shortage of supplies the package is of immense help, promoting a fair and equitable distribution among customers. \* \* \*

#### MANUFACTURING COSTS

Package sugar costs a trifle more to manufacture than bulk. Cartons, glue, printing have a

certain value, but the added cost is remarkably small, and is much less in the sugar business than in any other line. This company buys the cardboard, cuts, prints, glues and forms it into cartons so that the cost is reduced to a minimum, and is reflected in the low differentials.

The cotton bag which is used so extensively in packaging sugar is useful in the household after serving its purpose as a container for sugar. \* \* \*

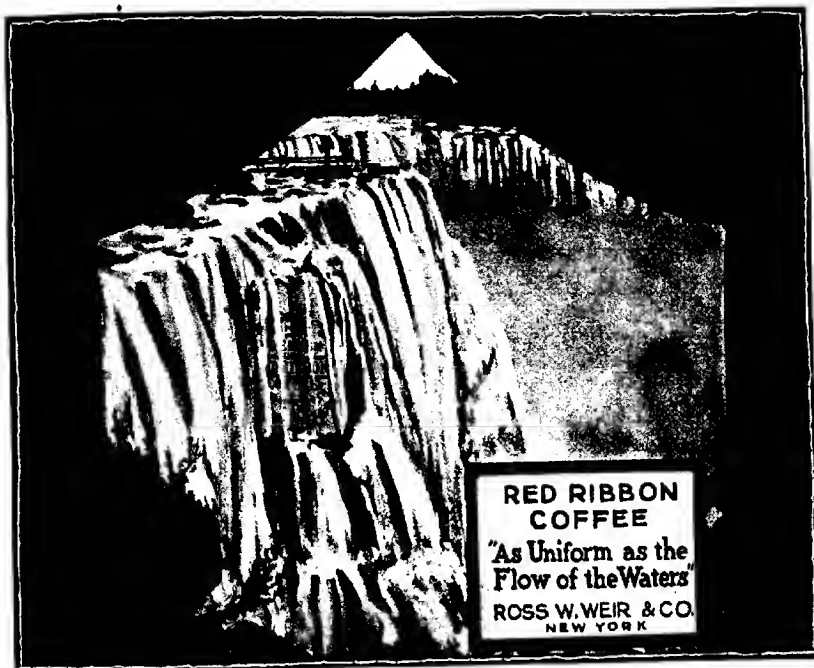
#### STABILIZATION OF BUSINESS

Handling sugars in bulk means a certain amount of hoarding or over-buying incident to lack of knowledge of future consumption requirements. Dealers are encouraged to speculate if sugars are sold in bulk rather than in small package units. If dealers' requirements can be met by small units over-buying and hoarding will be prevented and rapid movement of sugars from refiner to consumer will be facilitated. Stabilization of buying promotes stabilization of manufacture. With an even demand refiners can correctly gauge future requirements and arrange their output to meet the real demand rather than speculative market operations. \* \* \*

The trade in many kinds of meats, cereals, teas, spices, coffee, salt, rice, soups, syrups, and, in fact, practically every staple food article is now very largely in packages. In an address before the American Specialty Manufacturers' Association, Newman Hamlink stated that "reduced to a dollars and cents basis over 75 per cent of the groceries consumed in this country as a whole are sold in package form." \* \* \*

#### CONSUMER BENEFITS BY ADVERTISING

The consumer is constantly kept informed as to quality, grade, price, source and food value by the many advertising mediums. The best modern advertising is not "puffing," but means the exercise of talent of the highest order in making known the merits of various foods and articles of merchandise. Package goods involve the use of an established trade-mark whose value is built up by advertising. Newspapers, magazines, trade journals and the myriad forms of publicity tell the story of package quality. Most publications owe their existence to the revenue derived from advertising, and advertisers assume a portion of the load incident to the expense of the nation's press, and any expense undertaken to establish a good will for trade-mark goods means a reduced cost to the consumer of the country's publications. \* \* \*



## When Your Boy Comes Home

you will be glad you gave the last dollar you could spare to keep him at the front and to keep him happy, well clothed and well fed.

## Shredded Wheat

paid its heavy toll for doing a restricted business during the war and it paid it gladly. It was a patriotic privilege. Shredded Wheat Biscuit is the same breakfast cereal you have always sold—clean, pure, wholesome and nutritious. It is whole wheat and nothing but the wheat prepared in a digestible form. It requires no sugar—just milk and a dash of salt.

Made only by

**The Shredded Wheat Company, Niagara Falls, N. Y.**

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

There is greater reason for vending food products in package form than other articles of merchandise. Handkerchiefs, soaps, socks and a thousand and one other articles are so vended. The argument for the use of the package for food is certainly stronger than for other articles, and to abolish it must logically be followed by the elimination of the package for other articles.

Such a movement would destroy and dislocate not only the modern system of vending and delivery but that of manufacture and distribution. Factories, shops, warehouses and stores are physically equipped and arranged for the production, handling and distribution of package goods. By tremendous expense and by employment of talent of the highest order plants and machinery have been constructed for their production. To abolish the present-day system would be to enter upon a policy fraught with incalculable harm. Carried to its logical conclusion it would infringe upon the modern organization of business and upset the industries of the nation.

#### MEN

The truest test of civilization is not the census, not the size of the cities, nor the crops: no, but the kind of man the country turns out.—*Emerson*.

### FOOD CONSERVATION DIGEST



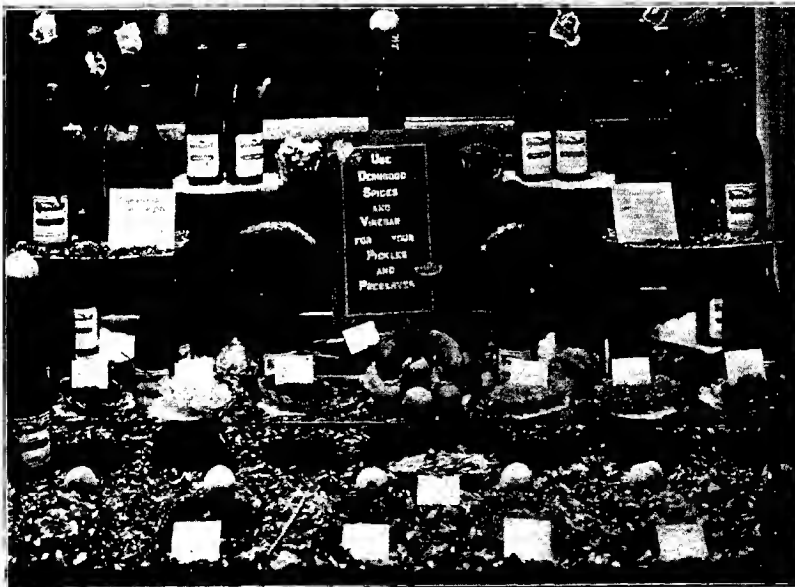
¶ Practical suggestions for dealer and consumer co-operation with the United States Food Administration.

### HANDLING BULK GOODS

Some Suggestions On How to Prevent the Small Wastes That Mean Big Losses in the Grocery Store

It has been brought to the attention of the Food Administration that there is considerable waste in weighing and packing small amounts of flour and sugar for retail trade.

The head clerk in a well-known retail grocery store in Illinois watched the weighing of flour



A WELL-BALANCED WINDOW DISPLAY OF SPICES WHICH BROUGHT TRADE

Here is a striking arrangement of spices the Dern Tea & Coffee Company, Colorado Springs, Col., displayed in its main window. Joseph G. Dern describes it as follows: "The floor was covered with mixed pickling spices. We also featured the vinegar we carry. In addition to the mixed spices we had individual dishes of our various other spices. Then placed effectively here and there were peaches, apples and cucumbers, the latter in a few instances having cloves stuck in them. This photo gives a fair idea of the window, except that the original, with its various colored spices, the vinegar bottles, the fruit and the cucumbers, made a very pleasing color impression."

## "The Colgate Plan" of Price Protection Is Upheld by the U. S. Court

### A DECISION OF VITAL IMPORTANCE TO ALL MERCHANTS

The United States District Court has decided in our favor the suit brought against us by the Attorney General, and the indictment has been dismissed. The decision is a complete vindication of our policy of refusing to sell to price cutters.

The vital question raised by the suit is stated in the opinion of the Court to be "how far one may control and dispose of his own property." Answering that question, the Court recognizes and affirms the right of a manufacturer or anyone else to sell his goods or not, as he pleases.

The decision points out that the Company has no monopoly and that it is not even charged that its prices are unreasonable. It is subject to the keenest competition from other manufacturers, which insures that the re-sale prices which it suggests must always be fair and reasonable.

The decision is particularly gratifying to us because this sales policy has come among the trade to be identified with our House as the "Colgate Plan"; and it was not inappropriate that it fell to us to defend it in the courts.

It was not an agreeable thing to invite an indictment (which the Company could have avoided, had it been willing to abandon its effort to preserve fair and reasonable prices) or to enter into a contest, particularly at this time, with any department of our Government. But we stood for a principle, and would not decline the issue.

The right of a manufacturer to select his own customers is upheld. The idea is repudiated that a cut-throat dealer can elect to use some well-known article in a ruinous price-cutting war upon his competitors, and can compel the manufacturer, against his will, to keep him supplied with the means of carrying on this commercial piracy.

Yours very truly,

*Colgate Co*

*Below are extracts from the decision of Judge Waddill:*

"It cannot be said that the defendant has no interest in the prices at which its goods shall be sold. On the contrary, it had a vital interest, in so far as cutting the same would tend to demoralize the trade."

"Price cutting would almost inevitably result in reducing the defendant's business, in a given community, to only those engaged in that practice, and deprive it of the patronage of the great body of wholesalers and retailers engaged in what they believed to be a fair and legitimate conduct of their business."

"What the public is interested in is that only reasonable and fair prices shall be charged for what it buys, and it is not claimed that the defendant's manner of conducting its business has otherwise resulted."

and sugar, and found that in one month *forty-two pounds were wasted.*

The thoughtful intelligence of this retail clerk resulted in the adoption of the following rules for handling flour and sugar in that store. The plan that saved in one store is worth following in all.

See that your clerks observe the following precautions:

1. In weighing sugar or flour place a clean sheet of paper over the surface on which the transferring is done. If any is spilled it will then be possible to use it.
2. The scoop should be clean and the right size to fit well into the bag. This does away with the dropping of small particles down into the folds of the bag.
3. Weigh carefully; balance your scales every morning. Even a fraction of an ounce overweight means a loss.
4. Have the paper bag the right size for the amount of flour or sugar put up.
5. If the commodity is weighed from the bin, see that the scoop is put back carefully so that no sugar or flour is scattered.
6. In emptying a hundred-pound sack of sugar into smaller bags or a bin the bags should be turned inside out and carefully shaken over the receptacle.
7. Flour sacks should be turned inside out in the same manner. Care should be taken to shake as much of the flour from the sack as possible. Your attention is called to the paper sacks containing 24½ pounds. Less flour sifts through and clings to this variety of sack.

#### WHAT IS "PEP"?

It's the thing which makes the lambs gambol with glee, the colts prance with joy, the calves throw up their tails and run like fury, the birds sing in split-throat notes, the frogs croak upon the creek bank, the insects buzz and hum in the air, the milkman whistle as he jogs along, the blacksmith laughingly beat the iron into shape, the plowman urge his horses with a "Gee-up, there!" the engineer wave a kiss to his sweetheart as he throws open the throttle, the woodman smilingly plunge his ax into the giant tree, the banker and

merchant rush to their work with a cheery "bye-bye," the mechanic and laborer fairly dance to their jobs, the soldier "go over the top" with clinched jaws and courage that knows no fear, the salesman hic to his calls with shoulders squared, pride in his heart and nerves a-tingle with anticipation of new success.

Oh, "pep" is anything that puts happiness in the heart, energy in the body, determination in the soul, and invincible courage in the will.—THE "N. C. R."

### BUILDING UP A FISH TRADE

#### A Suggestion for Making a Window Display of Sardines, Salmon, Tuna Fish, Etc., Which Will Bring Business

By W. R. STODIARD

Brooklyn, N. Y.

ONE of the leading magazines on advertising published this pertinent paragraph some time ago:

#### ADVERTISING MIGHT HELP THIS SITUATION

Many dealers have tried to build up a trade in fish, but have failed because customers have not supported them. The average housewife is familiar with only three or four kinds of fish—and those the most expensive. Meanwhile our oceans, lakes and rivers are full of neglected varieties which would furnish cheap, wholesome food if people only knew about them and dealers carried them in stock.

Isn't there much food for thought in the above statement? Dealers do complain of the apathy of the public toward fish. It is because they have not been approached in the right manner to arouse their interest in this food. If all merchants would go after the fish trade as did Jevne, one of the leading grocers of Los Angeles, Cal., there would be little complaint that the public did not respond.

The fish window they installed called attention to the many appetizing ways in which sardines could be used. The same setting could be used with equal effect to advertise salmon or tuna. They called their display "The Sardine Luncheon." The floor was covered with an Indian rug, and several vases of Indian pottery held ferns and palms. Of course, the background is a secondary consideration, yet the more artistic it is the more people it will attract. The one used by this firm consisted of fish nets, in the meshes of which were



## Empire Hardware Company

Grocers'  
Butchers'

### STORE FURNISHINGS

Bakers'  
Restaurants

SCALES, CANISTERS, SHOW CASES, REFRIGERATORS, Etc.

ELECTRIC COFFEE MILLS

85 Warren St.

Between Greenwich Street  
and West Broadway

New York City

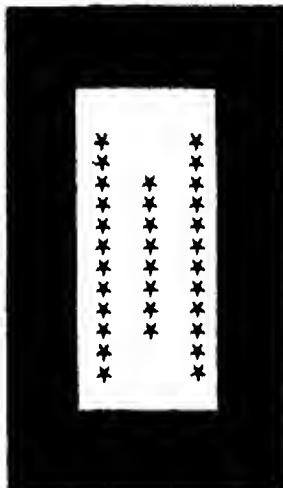
Write for complete Catalogue



## To The Trade.

### Uncle Sam Must Help Feed the World!

Sauer's Big advertising campaign in national magazines and newspapers is on the one theme of educating the housewives of the country in conservation of food—showing them how to make foods more appetizing and palatable by the use of Sauer's Flavoring Extracts.



Our service flag carries 32 Stars. Including one for the son, and two for the nephews of our Priest, and one for the son of our Bed y.

This advertising has appeared and will appear in the following national magazines and newspapers:

The Ladies' Home Journal  
The Literary Digest  
The Forecast Magazine  
Illustrated Sunday Magazine

The Delineator  
Good Housekeeping  
Pictorial Review  
Progressive Farmer

The Boston Post  
San Francisco Chronicle  
The New York Globe  
Los Angeles Herald

and various other local newspapers, trade journals, etc.—in all, over one hundred publications.

### SAUER'S PURE FLAVORING EXTRACTS

are winners of seventeen highest awards at various American and European Expositions for

**PURITY, STRENGTH and FINE FLAVOR**

**LARGEST SELLING BRAND IN THE UNITED STATES**

The women of the country are co-operating with the Food Administration, as evidenced by the fact that we have distributed more than 125,000 of our recipe books—"Table Treats," largely on direct request.

In order for you to reap the full benefit of this advertising and take care of the increased demand for Sauer's Extracts, go over your stock and if you haven't a full assortment of 32 flavors and 7 colors on hand, order from your jobber today.

**THE C. F. SAUER COMPANY, Richmond, Va.**

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



seen many paper fish, life size and colored. The chairs were of rustic design, suggesting that the meal was held on the porch or in a breakfast room. In either corner were piles of canned sardines, arranged pyramid fashion. The table was covered with a green cloth, over which was draped a fishnet of white cord, and was set completely for a lunch. But what attracted the most attention were the viands themselves, a typewritten menu, set in a rack, enumerating each, as follows:

Sardine Cocktail  
Sardine Gelatine Salad  
Relish  
Sardine Loaf with White Sauce  
Baked Potatoes with Potato Sardine Stuffing  
Rolls, Crackers and Cheese  
Tea  
Bon-Bons in the shape of little fish

The sardine cocktail was in glasses, with tomato sauce in the center and a slice of lemon on the rim of the glass. The gelatine salad was moulded and served on lettuce leaves. The sardine loaf was made like a veal loaf, temptingly browned, the white sauce being placed in a separate dish. The potatoes were baked in their jackets, a slit cut in the side, a portion of the contents removed, mixed with minced sardine and returned to the potato skins. Crackers and cheese were served on little individual plates, and a silver bon-bon dish held candy to counteract the monotony of the fish viands. There was a green teapot and half a dozen cups and saucers placed at the right hand of the hostess' plate, and the seat cards were in fish shape with the name of the guest in gold letters.

Such a window would appeal equally to a hostess in search of a novel menu or a busy housewife desiring a change of eatables, as, of course, any one of the sardine dishes could be prepared without attempting the entire collection. The novelty of the window would attract the attention of every passerby, and the publicity given would

more than compensate for the time and labor involved in staging such a display. Another window, staged by the same firm, featured the many meat substitutes kept in stock. Scattered throughout the window were pyramids of canned fish, lentils, beans, oysters and vegetable soups of various sorts. Each had a price tag attached, and printed on little cards were recipes for a number of dainty dishes that could be made from these goods.

### YOURSELF

It is in Your Own Hands Whether Success or Failure Shall Be Your Portion in Life\*

By DR. FRANK CRANE  
New York

**Y**OUR greatest enemy is yourself.

The only person who can drag you down into drunkenness, thievery or uncleanness is yourself.

It is the fashion to talk much maudlin self-pity, and to blame environment, heredity, temperament, fate and your fellow creatures for the evils that happen to you.

No real calamity ever crushed you that did not enter the door you unlocked yourself.

All hell could not make you despair, except yourself joined in.

Every stone in the edifice of your character was laid by your own hands.

Fate, malicious people, and other factors can threaten, hurt and wound you; nothing and nobody can put you down but yourself.

You are your greatest enemy if you are a coward; but if you are brave you are your greatest friend.

\* Copyright by the Associated Newspapers.

## G. Washington's COFFEE

Has Come Back From the WAR

Where it has been doing its Duty in the Trenches

Jobbers will be ready to supply you about the time you receive this copy of  
**The Tea and Coffee Trade Journal.**

G. WASHINGTON'S REFINED COFFEE has been at  
the front since 1914.

**BUY W. S. S.**

## Make every ounce of Sugar Count

Many paper bags of sugar break while being wrapped or in delivery. Many pounds of sugar are thus wasted.

*Domino* Package  
Sugars

will save this loss. No broken paper bags. No spilled sugar. No wrapping. No lost weight. Sturdy cartons and cotton bags weighed and wrapped by machine in the refinery—ready to put into customers' hands.

**American Sugar Refining Company**

*"Sweeten it with Domino"*

Rows and rows of Yuban packages are continually going on to the shelves of thousands of grocery stores.

At once off they go into the hands of hundreds of thousands of customers.

These quickly moving packages tell the story of the demand for Yuban.

You will find that Yuban repeats as no other coffee does.

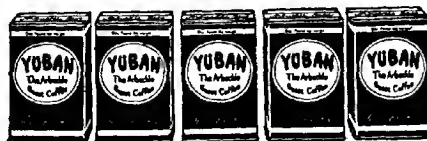
## ARBUCKLE BROTHERS

Yuban Coffee Department

NEW YORK

PITTSBURG

CHICAGO



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

The one unquenchable light is the human soul—the one unconquerable force.

Only when you love yourself rationally are you qualified to love others helpfully.

Only when you revere yourself and fear yourself are you capable of reverence and fear toward God.

The world is but a mirror of yourself. Keep clean and you see clean men and women everywhere. Be careful, and all mankind smiles. Be unafraid of events and men, and the stars in their courses will fight for you.

Let all the world despise you—it makes no matter as long as you do not despise yourself.

Whatever the past may have been, begin now to stand for yourself that you know you are, away in the deep recesses of your heart.

Stand; yield not an inch; be faithful to yourself; and from this moment things shall take a turn.

If you are out of a particular article asked for by a customer, and nothing else in stock will answer the purpose, either try and get what the customer wants or direct the customer where it can be purchased. You may lose a sale to a competitor, but you will win a friend for the store and yourself. The curt "Haven't got it" is too often heard.

## 1919

1919 is my Oyster.

1919 is the Golden Now.

1919 shall Beat 1918 at every Point.

1919 Means a new Set of Opportunities.

1919 will Look as Good to me as I make it Look.

1919 will not be a Fairy Godmother to any Lazy Man.

1919 failing to better 1918 Means that I have Failed.

1919 will be a Good Year only if we Make Good while it Lasts.

1919 will soon be "Last Year." Will it be worth bragging about?

1919 will find Lazy men getting Lazier; Hustlers hustling Harder.

1919 New Leaves turned over will Blow Back if we Put Nothing on them.

1919 may be Your Best Year, but you cannot Wish it into that position.

1919 will have no Prizes for the man who was Satisfied with his 1918 Record.

1919 will be a Fools' Paradise for you if you Leave it to Take Care of itself.

1919 Offers the Peace we have Wanted, but it will not Help the Man Who Thinks only of Peace.

FRANK FARRINGTON.



## To Avoid Waste

In these days of conservation avoid all bulk sugar waste and loss by using

### Franklin Package Sugars

They save spillage, labor, paper bags and twine.

**The Franklin Sugar Refining Company**  
PHILADELPHIA

*"A Franklin Cane Sugar for every use"*



## Baker's Cocoa and Chocolate



Registered  
U. S. Pat. Off.

**MAKE AND  
KEEP GOOD  
CUSTOMERS**

They are most reliable goods sold with a positive guarantee of purity and superior quality; put up in conformity with the Pure Food laws of all the States; are readily sold, giving a quick turnover of stock.

**Walter Baker & Co. Ltd.**  
DORCHESTER, MASS.  
Established 1780



## NEW CHANNELS

Must open up thru which your business can expand and grow.

The consumption of macaroni is increasing from day to day. Are *you* enjoying your share of this profitable business? You will find HARVEST Brand Macaroni, Spaghetti and Egg Noodles easy to sell, and quick to repeat. Hundreds of leading Tea and Coffee merchants have made a success of HARVEST. *You* can do it. Send us a trial order today.

**The Foulds-Briggs Co.**  
Cincinnati, Ohio

## NEW ORLEANS The Logical Coffee Port Home of **Alameda Coffee**

**Sold only in 1 and 3-lb. Tins  
Under Our Trade-Mark**

**CAREFULLY SELECTED for  
PARTICULAR TRADE**

Mr. GROCER, put YOUR TRADE  
WISE

**MERCHANTS' COFFEE CO.**  
**OF NEW ORLEANS, Ltd.**

NEW ORLEANS  
B. C. CASANAS, Pres't.

### Want Advertisements

Subscribers are entitled to one free insertion in this department during the year.  
Classified want advertisements under regular heading \$2 for twenty-five words or less. Additional words four cents each. Payable cash with order.

### Situations Wanted

WANTED—A live wire sales manager, buyer and blender, 39 years of age, with twenty years of practical experience in all branches of the Green and Roast Coffee business, desires to connect with a progressive firm. Address Box 458, care THE TEA AND COFFEE TRADE JOURNAL.

### Help Wanted

WANTED—Man acquainted with Wholesale Tea and Coffee Trade to sell Chinaware for premium purposes. To the man who can qualify this offers a permanent and profitable connection with an old and established concern. Address, Box 76, care of THE TEA AND COFFEE TRADE JOURNAL.

WANTED—Large manufacturer in Richmond, Va. wants man capable of filling position of office manager. Systematic, familiar with all office methods, able to instruct and show results. Give age, experience, full references and salary desired in first letter. Box 456, care of THE TEA AND COFFEE TRADE JOURNAL.

### Miscellaneous

FOR SALE—One No. 7, one-half lag Burns gas-electric coffee roasting outfit, special display finish, good as new, has been little used. Bargain. H. Batterman Co., Broadway and Graham Ave., Brooklyn.

SOLUBLE COFFEE FORMULA WANTED—One that will stand every test as to its practicability. Give particulars. Box 455, care of THE TEA AND COFFEE TRADE JOURNAL.

FOR SALE—Monitor Gas Roaster. 65 lbs. capacity, used for eight roasts. Car, track, fan and piping. Address: The Laurel Mfg. Co., 627 North Third Street, Philadelphia, Pa.

WANTED TO BUY—One Bond weigher for coffee; one Bond weigher for tea; one packing table with conveyor belt; two hoppers bottom car; runabout style; five bag capacity. Box 457, care of THE TEA & COFFEE TRADE JOURNAL.

### S.A. SCHONBRUNN & CO.

83 Front Street, New York

### Importers and Roasters of Coffee

DISTRIBUTORS OF COFFEE OF QUALITY

Samples and prices that will bear competition, furnished on request.

**Do You Want Help?** State your needs in the Classified Ad Department of THE TEA & COFFEE TRADE JOURNAL. Two Dollars is all it costs.

**Do You Want a Job?** Try the Want Columns of THE TEA & COFFEE TRADE JOURNAL. \$2.00 for twenty-five words or less.

**Do You Want to Sell Out?** Advertise in the Classified Ad Department of "The Blue Book of the Trade."

**Have You a Factory or Store Equipment to Sell?**

**Do You Want to Buy a Business?**

**Are You Looking for New Capital?**

**Are You Seeking a Business Opportunity?**

No matter what you want, THE TEA & COFFEE TRADE JOURNAL can help you. Give it a trial.

Subscribers are entitled to one free insertion in the Classified Ad Columns during the year.

THE TEA & COFFEE TRADE JOURNAL

"The Blue Book of the Trade."

79 Wall Street New York

## "My life is one demd horrid grind"

Natural enough for the coffee man to think so—if he's floundering along with a mill that *WON'T* do his work. Some mills are born bad; others become spavined like an old horse, and go limping and halting to the edge of efficiency.

You can't do something with nothing; and an otherwise healthy business can fall flat, on the grinding end, because of poor equipment. Don't try to boost a lame business—unless you dig at the root of the trouble. It's poor, discouraging work.

### THE COLES FAMOUS 22 AT FIFTY DOLLARS

is an effectual remedy for many coffee ills; and it doesn't cost a whole lot to try it—the price has *NOT* been advanced. It's put life and vigor into many a debilitated proposition, and it has intense proclivity for active effort—600 pounds (granulated) per hour, if you want it. **WRITE US FOR FULL PARTICULARS.**

### COLES MANUFACTURING COMPANY

Twenty-third and Turner Streets, PHILADELPHIA

**Sunshine**

**Biscuits**

**include every  
known variety  
of Biscuits**

**MR. RETAIL GROCER:**

A large amount of money is being spent by this Company in forceful advertisements to the housewife to

**"BUY COFFEE FROM  
HER GROCER ONLY"**

The big effort is

**Anti-Peddler**

**Anti-Premium**

**Anti-Mail-Order**

Your co-operation, and it's needed, will yield a good profit and bring you satisfied coffee customers. Ask our representative or write for particulars.

**THE WOOLSON SPICE COMPANY  
TOLEDO, OHIO**

**KAFFEEHAG**

**NOT a substitute**

but real coffee with  
95% of the caffeine  
removed.

Prepared at New Brunswick, N. J.

Sold by grocers everywhere.

**KAFFEE HAG CORPORATION  
225 5th Ave., New York**



**The Quality**

**IN**

granulated, cubes, confectioners  
and soft sugars.

**The sugar which makes  
satisfied customers**

**WARNER SUGAR REFINING CO.**

Office: 79 Wall St., N. Y. C. Refiners: Edgewater, N. J.

**Warner's  
PURE CANE  
SUGAR**

**Warner's**

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

# John Wanamaker buys 100



The John Wanamaker Store, Philadelphia. One of the largest, one of the busiest, one of the most perfectly conducted department stores in the world.

The Grand Court in the John Wanamaker Store, Philadelphia. Thousands of merchants visit this arcade every year to see how business is being handled.

## more National Cash Registers to meet the present-day shortage of help.

Mr. Wanamaker says:

"A large number of people have been taken out of the big stores. The men have enlisted. The women have gone into Red Cross work and nursing.

"We are able to fill some of their places with improved cash registers. This frees many persons for war work."

---

Mr. Wanamaker's statement that cash registers save labor, is based upon critical investigation and upon experience with N. C. R. Equipment extending over many years.

His recognition of the labor-saving qualities of modern National Cash Registers is plainly shown by a contract he has just placed for nearly \$100,000.00 worth of machines. This order

calls for 100 of our latest model clerk-wrap registers. It is the largest single order ever placed with us for one store.

The high character of Mr. Wanamaker's stores, the careful tests made by his executives, and the size of his orders, combine to make his personal endorsement extremely important to other merchants struggling with the present-day shortage of help.

The National Cash Register Company, Dayton, Ohio

Offices in all the principal cities of the world

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When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



## Patriotic Premium



Everyone wants a set of these Tumblers and for premium, souvenir or regular selling purposes, it is a winner of great magnitude. Write us for quantity prices, naming quantity desired.

The United States emblem is burnt into the glass, guaranteed to remain forever.

Sample box of six by mail, 75 cents

Made by  
**BONITA ART COMPANY**  
WHEELING, W. VA.  
"The House of New Ideas."

## The Premium De Luxe

Hundreds of the liveliest Coffee Roasters and Wholesale Grocers have

### REVOLUTIONIZED THEIR SALES

by using **Saxon Chinaware**—"the premium with no back-fire." We have new and up-to-date plans consistent with all rulings and statutes.

We can help you—will you let us?

Write Today.

THE  
**SAXON CHINA CO.**  
SEBRING, OHIO



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Dry Goods—Novelties—Art Goods

General Oriental Merchandise  
FOR PREMIUM PURPOSES

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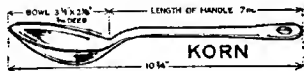
## EVERYBODY Likes SUMORE



## EVERYBODY Wants SUMORE

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Is selling QUICK at a PROFIT.  
DON'T ask price—ORDER.  
Half Dozen to a Gross.  
If not SATISFACTORY—return.



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If your Jobber cannot furnish—  
order direct.  
GOOD for PREMIUM or SPEC-  
IAL Sale.

*The*  
**BUCKEYE ALUMINUM CO.**

Manufacturers of "REAL SOLID"  
Aluminum Cooking Utensils.

**WOOSTER, OHIO**

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Mailing  
Lists St. Louis



## Stop paying Ice Bills

ALL  
ESTABLISH-  
MENTS  
USING  
1,000 POUNDS  
OR MORE OF  
ICE PER DAY

Yes - stop paying ice-bills. Stop worry-  
ing about uncertain ice deliveries. Don't  
put up any longer with the danger and ex-  
pense of uneven refrigerator temperatures.

The day you put in Peerless Automatic  
Refrigeration, heavy expense, trouble and  
uncertainty will go out of your refrigerator.

We can prove right in your own estab-  
lishment that Peerless Automatic Refrig-  
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refrigerator at just the dry, even coldness  
you need for economy and sanitation -  
24 hours in every day and 365 days in  
every year.

Automatic refrigeration is practical and  
reliable. An occasional oiling is all the  
care the Peerless ever needs. It is a  
simple, staunch, mechanically correct ma-  
chine that works smoothly and continu-  
ously without need of maintenance costs.

The more ice you use, the more you need  
to fill out and mail coupon below.



½ to 10 Ton Capacity

**PEERLESS ICE MACHINE CO.**

120 Broadway, New York

503 So. Jefferson St., Chicago

79 Milk St., Boston

**PEERLESS**  
AUTOMATIC  
REFRIGERATION

*If you use much ice, use this coupon*

Name \_\_\_\_\_  
Size \_\_\_\_\_  
Capacity \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Please send me \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Join



## When Distress Calls the Red Cross Answers "HERE"

**N**OW the Red Cross calls. The annual Christmas Roll Call of members will echo throughout the land the week of December 16 to 23rd.

Membership in the Red Cross now is more than duty—it is an honored privilege, and an evidence of loyalty. When that Roll is called, your conscience, your sense of right and justice, your love of country and your devotion to the highest ideals of unselfish service all suggest that you answer "HERE!"

*All you need is a heart and a dollar*

These entitle you to membership for one year.

When you wear your button, signifying that you are a member, you will not be asked to join again this year—it means that you have answered the Roll Call.

Join—be a Christmas member—but just join once.

Our soldiers and sailors look to the Red Cross for comforts. They have never been disappointed.

The Red Cross looks to you for the moral support of your membership. Answer "HERE!" when the Roll is called.

## Join the Red Cross

Contributed through Division of Advertising  
U. S. Gov't Comm. on Public Information

*This space contributed by*

The Tea and Coffee Trade Journal Co.



## THE BREAKERS

Atlantic City's Newest  
Fire-Proof Hotel

Ocean Front. Unusually attractive during the Autumn and Winter seasons.

American and European plans

Luxurious lobbies, spacious verandas and sun parlors overlooking the ocean. Charming afternoon musicales and evening concerts. A palatial residence for those seeking rest and recreation. Sea water baths. Fire-Proof garage. Illustrated booklet sent on request.

ABSOLUTELY FIREPROOF

## HOTEL CHELSEA

West 23rd St. at Seventh Ave.  
NEW YORK CITY

500 Rooms 400 Baths  
European Plan

Room with adjoining bath, \$1.50 and \$2.00; suites, parlor, bedroom and bath, \$3.00 upward.

Club Breakfast, 40c. up; special luncheon, 65c. up; table d'hôte dinner, \$1.25 up. Cafe attached.

### To Reach Hotel Chelsea:

From Pennsylvania Station—Seventh Avenue car south to Twenty-third Street.

Grand Central—Fourth Avenue car south to Twenty-third Street.

Lackawanna, Erie, Reading, Baltimore & Ohio, Jersey Central and Lehigh Valley R. R. Stations—Take Twenty-third Street crosstown car east to Hotel Chelsea.

Principal Steamship Piers, foot West Twenty-third Street—Take Twenty-third Street crosstown car.

Write for Colored Map of New York



## Will You Take a Little Trouble to Help These Boys Have Comfort?

The Y. M. C. A. needs men for war service. The nation has given generously in money for this work but money won't do everything—certainly not in war.

The Y.M.C.A. is in special need of men to serve as **Truck Drivers and Mechanics.**

**75 Drivers and 25 Mechanics every month.**

We are making this appeal to the business men—the employers of the country, to get those men for us.

The Y. M. C. A. service behind and on the battle lines is a highly organized business. And as in every other big business, transportation is one of its greatest needs.

The canteen stocks have to be kept moving or the boys go without the comforts they crave so much—tobacco—chocolate—pastry—little army "luxuries."

After a long march or a hard fight or a trick in the trenches the boys flock to the "Y" canteen. And it sure is tough if the "Y" man has to say "Nothing doing boys, the truck didn't get in today." Suppose your boy were there!

The Y.M.C.A. does not want men who are eligible for the army. But there are men in this country (lots of them) who are over 37 years old and are not in Class 1 of the draft and who know how to drive a truck or keep an engine in shape. We want them. We want 100 a month.

Maybe you have a man with that training working for you or you know such a man somewhere. Maybe

he has not realized how much he can do to help the boys. A little talk from you would start him our way.

*Will you act as a recruiting officer to get that man for us?*

There is no profit in this work for any man who serves but he will get his living and his family, if he has one, will be taken care of and all his life he will rejoice over the service he has rendered. Talk with men you know who might do this work. Explain to them the need for their service. Get them interested and thinking.

In order that you may talk to such men on the best basis fill in and mail the coupon and we will furnish full information.

### Help us get these Men

Ed M. Willis,  
Y. M. C. A., 347 Madison Ave., New York.

It may be possible for me to get recruits for Y. M. C. A. truck service in France. Please send me full information regarding that service.

Signature.....

Street and No.....

Town and State.....

## INDEX TO ADVERTISERS

	PAGE		PAGE
Ambrosia Chocolate Co.....	522	Lambert Machine Co.....	506, 507
American Can Co.....	569	Langston Co., Samuel M.....	573
American Sugar Refining Co.....	589	Laurel Mfg. Co.....	581
Anchor Warehouses, Inc.....	574	Lawrence & Co., Geo. W.....	580
Arbuckle Bros.....	589	Levy's Sons, M.....	515
Archibald & Lewis Co.....	562	Limoges China Co., The.....	562
Arkell Safety Bag Co.....	572	Livierato-Kilde Co.....	inside front cover
Aron, J., & Co., Inc.....	517	Loose-Wiles Biscuit Co.....	593
Baker, Walter, & Co., Ltd.....	591	MacDonald & Co.....	521
Barrett, M. L., & Co.....	523	Manhattan Baking Powder Co.....	566
Bond Scale Co.....	513	Mann, William.....	521
Bonita Art Co.....	596	Merchants Coffee Co. of New Orleans, La.....	591
Breakers, Hotel The.....	598	Meiji Trading Co.....	578
Buckeye Aluminum Co.....	596	Mitsui & Co., Ltd.....	518
Burns, Jabez, & Sons.....	503, 500	Monahan Brokerage Co.....	581
Bush & Co., W. J.....	523	Müller, E. B., & Co.....	581
Canister Company of N. J.....	567	National Cash Register Co.....	594, 595
Carter, Macy & Co.....	519	National Packaging Machinery Co.....	outside back cover
Chelsen Hotel.....	598	National Paper Can Co.....	571
Chris, Antoine, Co.....	523	National Urn Bag Co.....	581
Cogollo & Co.....	512	 	
Coles Manufacturing Co.....	592	Old Dutch Mills.....	inside front cover
Colgate & Co.....	585	 	
Continental Paper Bag Co.....	inside back cover	Peek & Co., Ltd., Francis.....	579
 		Peerless Ice Machine Co.....	597
Dannemiller Coffee Co.....	572	Pneumatic Scale Corporation, Ltd.....	511
Deer, The A. J., Co.....	524	Produce & Warrant Co.....	514
Diamond State Fibre Co.....	573	Provident Chemical Works.....	566
Dittmann, Charles, Co.....	523	 	
Dwinell-Wright Co.....	outside back cover	Reeve & Van Riper.....	581
 		Ritchie & Co., W. C.....	571
Edthauer & Co., E.....	514	Ross-Gould.....	596
Empire Hardware Co.....	586	Rowley, Davies & Co.....	579
Eppens, Smith Co.....	576	Royal & Co., Thomas M.....	512, 565
 		Russell & Co.....	523
Fischer & Co., Inc., B.....	570	 	
Foreign & Home Products Corp.....	578	Saklat & Co., A. H.....	581
Ft. Wayne Box Co.....	564	Sauer, C. F., Co., The.....	587
Fould's-Briggs Co.....	591	Saxon China Co.....	596
Franck Sons, Henry, Inc.....	523	Schonbrunn, S. A., & Co.....	592
Franklin Sugar Refining Co.....	590	Sealright Co., Inc.....	575
 		Shredded Wheat Co.....	583
General Can Co.....	574	Single Service Package Co.....	593
Grace, W. R., & Co.....	516	Sociedade Portuguesa Importadora e Exportadora Lda.....	580
Haulenbeck Co., John W.....	568	Takito, Ogawa & Co.....	596
Hillis Cereal Mfg. Co.....	522	Tea & Coffee Trade Journal, The.....	580, 598, 599
Hooton Cocoa Co.....	522	Temple Garden Co.....	581
Hunt & Co.....	520	Thurston & Braidich.....	522
Huntley Mfg. Co.....	510	Trade Mark Title Co.....	596
 		"Transmarina" Handelsmaatschappij, Inc.....	577
International Coffee Co.....	outside back cover	Tricolator Co., The.....	581
Irwin-Harrisons & Crosfield, Inc.....	579	 	
 		Union Bag & Paper Corp.....	561
Jardine, Matheson & Co., Ltd.....	520	 	
Java-Holland-America Trading Co.....	520	Warner Sugar Refining Co.....	593
Johnson Automatic Sealer Co., Ltd.....	512	Washington, G., Coffee Sales Co.....	588
 		Weir, Ross W., & Co., Inc.....	583
Kaffee Hag Corporation.....	593	Weis Fibre Container Co.....	575
Kalamazoo Vegetable Parchment Co.....	575	Whitney & Co., J. C.....	520
		Wiemann, Geo. F., Co.....	596
		Woolson Spice Co.....	593

COFFEE ROASTERS' CONVENTION SUPPLEMENT

# *The* TEA & COFFEE TRADE JOURNAL

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No. 6

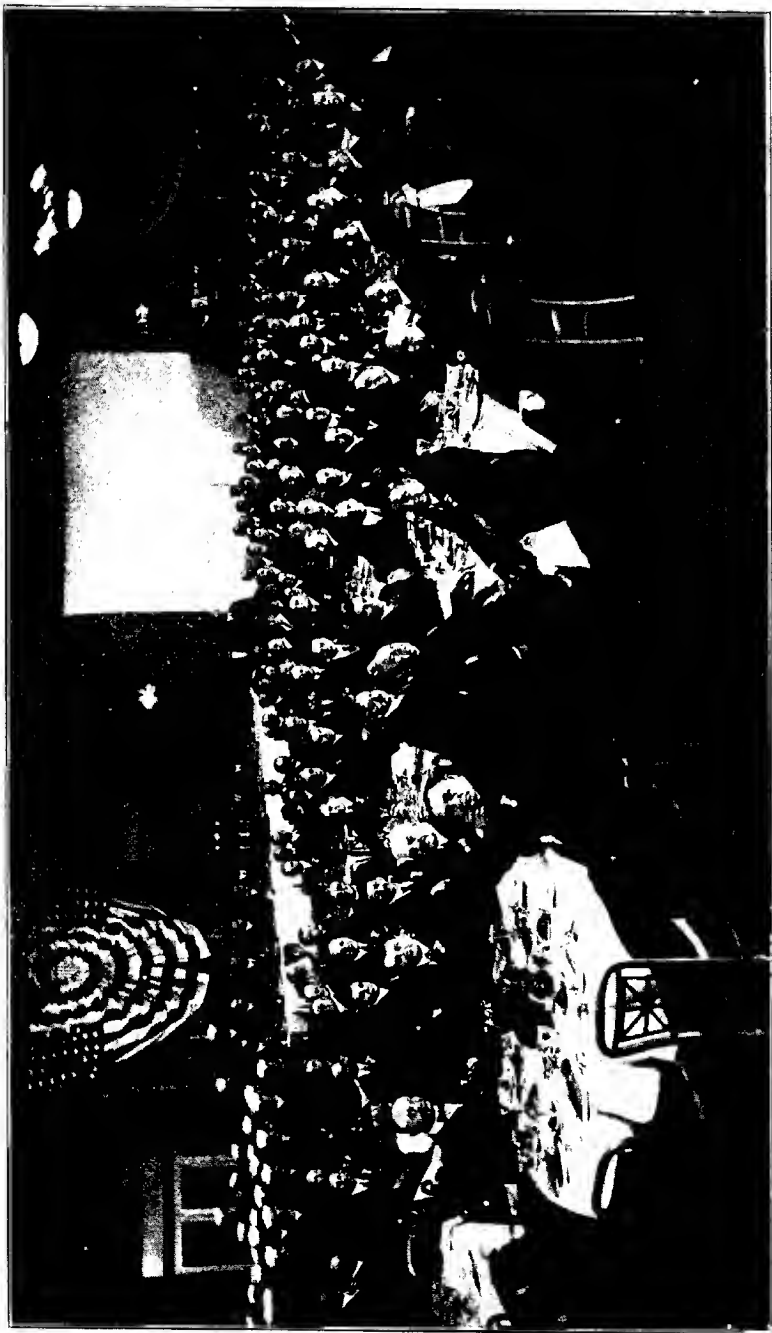
THE NATIONAL COFFEE ROASTERS' ASSOCIATION  
**EIGHTH ANNUAL CONVENTION**

Hotel Winton, Cleveland, December 5-6, 1918



CARL W. BRAND

President of the National Coffee Roasters' Association,  
1918-19



COFFEE ROASTERS AND GUESTS AT THE ANNUAL N. C. R. A. BANQUET, HOTEL WINTON, CLEVELAND

# THE COFFEE TRADE IN CONVENTION

¶ This is the story of the eighth annual meeting of the National Coffee Roasters' Association, held at Cleveland December 5-6. ¶ It was called primarily to consider the present acute coffee situation. ¶ Part of the sessions were given over to a combined meeting of the green and roasted interests. ¶ A resolution was adopted requesting the removal of coffee trading restrictions

THE eighth annual convention of the National Coffee Roasters' Association, held at the Hotel Winton, Cleveland, December 5-6, was in many respects totally unlike any previous meeting of this organization. It was in reality a combined convention of the coffee trade of the United States, including the green coffee interests and non-member roasters.

participate. There were only ten days in which to work out the details of the meeting.

Considering the short notice the attendance was surprisingly good. There were 151 present; of these 85 represented member firms, 22 were green coffee men and the balance non-member roasters, machinery and supply men. The original plan contemplated a large number of exhibits of ma-

## THE CONVENTION IN A NUTSHELL

Place of 1919 Meeting, Probably Atlantic City, N. J.

### NEW OFFICERS ELECTED

President, CARL W. BRAND, Cleveland

First Vice-President, ROBERT M. FORBES, St. Louis; Second Vice-President, J. A. FOLGER, San Francisco; Treasurer, LEWIS SHERMAN, Milwaukee. Directors: WILLIAM FISHER, St. Louis, succeeding Julius J. Schott; THOMAS J. WEBB, Chicago, succeeding Charles Lewis; ROSS W. WEIR, New York, succeeding Frank C. Russell; A. J. DANNEMLER, New York, succeeding J. A. Folger; C. G. BURGESS, Boston, to fill the unexpired term of Carl W. Brand.

### SALIENT FEATURES OF THE CONVENTION

1. Decision to double the annual dues, thus providing for the employment of a secretary-manager and the establishment of a permanent headquarters.
2. Decision to organize a spice grinders' section.
3. The passing of a resolution intended primarily to influence public opinion, which requested the Government to remove all restrictions on coffee trading.
4. For the first time in the history of the trade the roasted and green coffee interests of the United States met in joint meeting.
5. A lively discussion of the Food Administration's Coffee Regulations.

The original date for this year's meeting was set for November 13-14, and a comprehensive programme had been outlined by C. W. Brand, chairman of the convention committee. The influenza epidemic, however, caused an indefinite postponement, and there was some talk of carrying the convention over until spring.

Meantime the coffee situation became acute, and late in November the executive committee decided to name December 5-6 as the convention date and to invite the entire coffee trade to par-

tinuity, containers, etc., but under the circumstances this feature had to be postponed until next year, when it is expected that the exhibit idea will be carried out on a large scale.

No regular programme was followed. There were but two set papers, and the meeting was largely taken up with a discussion of the coffee situation, participated in by both roasters and green coffee men. In consequence of President Casanas' rapid fire methods as a presiding officer the meeting proceeded with snap and dash, there





B. C. CASANAS  
New Orleans  
Retiring President



ROBERT M. FORBES  
St. Louis  
First Vice-President



LEWIS SHERMAN, JR.  
Milwaukee  
Treasurer



ROSS W. WEIR  
New York  
Ex-Pres. and Director

#### ASSOCIATION OFFICIALS IN ATTENDANCE AT THE MEETING

being few dull moments. Much routine matter was eliminated and all the business of the convention was transacted at three sessions, the meeting adjourning at about 1 o'clock on the afternoon of the second day.

A resolution was passed in protest against the continuance of the restrictions on coffee trading, and while considerable difference of opinion developed as to its wording, those present agreed that the restrictions were no longer necessary, if they ever were, and constituted a real menace to the coffee business. A copy of the resolution was forwarded to the Food Administration, and copies were also sent to various news gathering organizations, in an attempt to enlist public opinion. Washington replied that the rules could not be changed.

#### SALIENT FEATURES OF THE MEETING

The outstanding developments of the meeting were the decision to double the membership dues and the creation of a spice grinders' section. It is believed that the increased dues will materially broaden the scope of the association, permitting of employment of a high-grade secretary-manager and the establishment of a permanent headquarters. A similar resolution was passed at last year's meeting, the advance to be 50 per cent, but it was found that this increase would produce insufficient funds.

In referring to the plans for a secretary-manager, President Casanas explained that there was no thought of dispensing with the services of Secretary George W. Toms, who has worked faithfully for the organization but whose physical condition does not permit him to travel about the country.

The spice grinders' section was created as the result of a last minute motion made by J. W. Boehrman, of the Woolson Spice Company, who explained that the recent attempt to organize a grinders' unit to be affiliated with the American Spice Trade Association was not making satisfactory progress. During the discussion it developed that a goodly percentage of those present were spice grinders, and the motion was readily passed, thereby adding to the revenue of the association and increasing its scope.

Another interesting feature of the meeting was the fact that for the first time in the history of the trade the green and roasted coffee interests united in a common cause. Some believe this presages the organization of the green coffee trade as a section of the roasters' association, although this much discussed move was not taken up.

Still another interesting phase was the evidence of a changing attitude toward "star chamber" methods. In his annual address President Casanas recommended that the trade press be admitted to all sessions. Chairman Brand was apparently of the same mind, and both of these men showed the press representatives every consideration.

President Casanas was warmly commended for his able administration and untiring efforts and was asked to serve another year. He explained that he was obliged to decline renomination, as he could not afford the time required by the office. Carl W. Brand, of the Widlar Company, Cleveland, was elected president for the coming year. Mr. Brand is a young, aggressive and an able executive, and big things are expected of him.

## THE MEETINGS IN DETAIL

## Running Story of the Important Happenings at the Convention, Including the Discussion of the Government Coffee Regulations

**A**FTER the invocation by the Rev. Dr. William C. Stuchell, President Casanas presented his annual report, during the course of which he made brief reference to the many problems that had arisen during the year, and of his work in conjunction with the Food Administration and other Government agencies, all of these activities being covered in thirty association bulletins. He thanked the officers for their co-operation and commented upon the faithful and valuable services of Secretary George W. Toms. He made two recommendations, one that the association dues be doubled and the other that the trade press be admitted to all convention sessions. M. H. Gasser next presented his report as treasurer. He showed a balance on hand of \$1,383.31 on December 6, 1918. In addition there was a balance of \$475 credited to the advertising fund.

President Casanas read Secretary Toms' report, which showed that at the close of the 1917 convention the association had 208 members, and that 18 had been added since then and four lost, a net gain of 14, making a total of 222 members. Six were added at the recent convention, making 228 at the present time.

Chairman Casanas announced the appointment of the following committees: Nominating, Chas. Lewis, Cincinnati, chairman; Albro Blodgett, Toledo; Willwald Hoffman, Milwaukee; J. M. McFadden, Dubuque, Ia.; W. T. Morley, Worcester; Robert Meyer, St. Louis; T. P. Hinchman, Chicago; S. A. Schonbrunn, New York; Frank Ennis, Kansas City; G. A. Andreson, Duluth; E. G. Beeson, Detroit; Lewis Sherman, Milwaukee; Eugene Halligan, Davenport; C. H. Buker, Boston; Robert M. Forbes, St. Louis; O. Remmer, Chicago.

Resolutions committee, Felix Coste, St. Louis, chairman; J. W. Koehrmann, Toledo; O. C. Knell, Milwaukee; R. W. McCreery, Marshalltown, Ia.;

A. S. Brasen, Chicago; T. O. Budenbach, New York; F. P. Simme, Duluth; H. Delafield, Chicago; W. N. Gates, Indianapolis; F. J. Ach, Dayton; F. S. Harmon, Cleveland; Lewis Sherman, Milwaukee; H. R. Calkin, Keokuk, Ia.; C. H. Buker, Boston; G. H. Petring, St. Louis.

In the course of his legislative committee report, Thomas J. Webb, Chicago, said, "I desire to emphasize the fact that if ever there was a time in the history of our affairs when we should be organized it is now, and as we proceed through the reconstruction period it will be even more essential to act in harmony." Mr. Webb referred to the committee's successful efforts to establish coffee as an essential food product, and as such entitled to Government riling. He stated that the committee is giving thought to the possibility of a coffee tax being applied, as it has been frequently discussed at Washington. He said that the committee has so far been successful in creating sentiment against it.

E. J. Ach, Dayton, chairman of the committee appointed at the recent convention to take steps to improve the army's cup of coffee, was asked to read his report. He suggested that it be read by Edward Ahorn, New York, who had done all the active work. Before reading his report, which is printed in another column, Mr. Ahorn explained that he had deemed it best to act in a consulting capacity with the Administration officers, and that while he was not at liberty to speak of the progress made, he was hopeful that the committee's recommendations would be adopted. He complimented E. H. Hoffbrook, the Government's coffee buyer, for his efforts to improve the army coffee and for his co-operation with the committee.

At that point Chairman Casanas told of the events leading up to the calling of the joint meeting, and stated that the coffee business never faced a more serious situation. He urged that the problem be handled so as to place the trade in the proper light before the consumers. He then announced a recess of the regular convention proceedings until 10:30 the next morning, and the opening of a joint meeting for the discussion of the coffee situation. Mr. Casanas deemed it inadvis-

E. G. BEESON  
DetroitR. W. McCREERY  
Marshalltown, Ia.A. J. DANNER MILLER  
New YorkWM. FISHER  
St. Louis

## REPRESENTATIVE MEMBERS OF THE BOARD OF DIRECTORS



THOMAS J. WEBB  
Chicago  
One of the newly elected  
Directors



M. H. GASSER  
Toledo  
Retiring Treasurer and  
on Executive Committee



F. J. ACH  
Dayton  
Former President and  
now a Director



FRANK O. FIELD  
Providence  
Director and President  
of the N. E. Branch

#### COFFEE ROASTERS PROMINENT IN AFFAIRS OF THE ASSOCIATION

able for him to act as chairman of the general meeting, and F. J. Ach was nominated.

Charles Lewis, Cincinnati, moved that the chair appoint a standing committee of nine, including the chairman of the meeting, and representing the green and roasted coffee interests, to prepare a set of resolutions and to take such other action in connection with the resolutions as might be necessary.

Ross W. Weir suggested that the committee consist of six roasters and three green coffee men, and the motion was carried. The committee is as follows: Ross W. Weir, New York; Charles Lewis, Cincinnati; B. C. Casanas, New Orleans; Chris Arndt, New York; L. D. McDowell, Chicago; Robert M. Forbes, St. Louis; Oscar Remmer, Chicago; L. N. Goll, New Orleans, and F. J. Ach, Dayton, chairman to serve ex-officio.

#### AFTERNOON SESSION

At the afternoon session the joint trade committee submitted its resolution, which precipitated a lively discussion. The resolution was read by Ross W. Weir, and adopted paragraph by paragraph. The first and fifth paragraphs occasioned the most comment. The portion of the first paragraph which was questioned was worded as follows: "The coffee trade of the United States, in meeting assembled at the city of Cleveland, December 5, 1918, notes with extreme concern the increasing gravity of the situation entailed by the short supply of coffee in the United States. This in the face of the largest accumulation of stocks in the producing countries ever known."

A. S. Brasen, Chicago, questioned whether stocks are the largest ever known. Mr. Weir answered that those in Brazil are greater than ever before.

The chairman remarked that it would be wise to leave out anything which might be taken as an implied criticism of any one country, and that it was the thought that the aggregate stocks of green coffee in the producing countries are greater than ever.

In urging a thorough discussion of the resolution, Chairman Ach reminded those present that

they were going to approach a source never before appealed to by the coffee trade as a whole—the great consuming public. In other words, he explained, it was proposed to create public opinion.

One member suggested that while on the subject of stocks in the producing countries it might be well to touch upon stocks in other countries, as they might be larger.

Mr. Weir remarked that the paragraph was written with Brazil principally in mind, because the stocks of that country are 80 per cent of the whole supply of the world.

L. N. Goll, New Orleans, thought it was safe to say that Brazil had the largest stock on record, but the paragraph was finally allowed to stand as read.

The second, third and fourth paragraphs were approved as read.

It was the fifth section of the resolution that caused the most discussion and brought out some particularly interesting viewpoints. This paragraph read originally as follows: "The continuance of these restrictions, which have utterly failed in their purpose, and are jeopardizing the very existence of the coffee industry of the United States, give the foreign producer the sole benefit in the extreme advances that have already occurred."

The bone of contention was the phrase "which have utterly failed in their purpose."

R. W. McCreery, Marshalltown, Ia.; F. G. Beeson, Detroit; S. H. Holstad, Minneapolis; Thomas J. Webb, Chicago; W. T. Morley, Worcester, Mass.; Carl W. Brand, Cleveland; E. H. Wetherbee, St. Paul, and S. A. Reibel, New York, were of the opinion that this phrase should be modified.

F. J. Ach, Dayton; Ross W. Weir, New York; W. Hoffman, Milwaukee; W. N. Gates, Indianapolis, and Charles Lewis, Cincinnati, were among those who believed that the circumstances justified the language used.

The principal objection offered against the use of the phrase as submitted was that it was not fair to the officials of the Food Administration and would only antagonize them. Those opposed to

any change in the paragraph claimed that the time for soft words had passed.

After the reading of the paragraph Mr. McCreery said: "I think that is very strong language, and that it can be said in another way and accomplish the same thing without belittling the Food Administration."

In reply Mr. Ach said: "Mr. McCreery may be entirely right, but I think the point he raises calls for a little information. This is not the first effort that has been made to correct this situation. There have been a good many concerns, individuals and groups of individuals who have tried. As Mr. Casanas pointed out in his report this morning, it has happened in the National Coffee Roasters' Association, and there is evidently no inclination on the part of the Food Administration to modify its dictum. Their fundamental idea was that trading in coffee had to be based upon cost and not upon the market and replacement cost. I think if Mr. McCreery had been down to Washington, as some of these others have been, and had the opportunity to appraise the attitude of the Food Administration, he might agree that the time for trying to catch flies with molasses had gone by."

During the discussion it was stated that the frosts in Brazil had somewhat nullified the efforts of the Government to keep coffee prices down. Some claimed prices to consumers had been held down in spite of frost and limited stocks.

Mr. Weir stated that it seemed immaterial why the restrictions were imposed or why they continued. "If we don't want them to continue," he said, "then the strongest argument is none too good for our purpose."

A DELEGATE: "I consider that a statement of absolute fact. If you want to drive a nail you must hit it on the head. It was the coffee department of the Food Administration that placed the restrictions. If we want them removed we must go to the head to get the proper results."

#### FOOD ADMINISTRATION CRITICISM DEPLORED

Mr. BEESON: "We had a speech this morning commending the Food Administration, stating that it was just as vital to the winning of the war

as the making of munitions. I don't think we ought to criticize them. They have made a mistake. It seems to me an awfully rough resolution. I think it should be modified."

Mr. WEIR: "Their purpose was to keep the price of coffee down to the consumer. Have they done it? We are speaking to the consumer through these resolutions, and it is only through the creation of public opinion that we will have any of the restrictions removed. Mr. Whitmarsh told us at Washington three weeks ago, 'I want you men to understand that these restrictions are going to stand till peace is signed.' Mr. Wilson says that peace won't be signed until spring. If you gentlemen are willing to put up with the present situation until spring all right. Others don't feel that way about it."

Mr. HOLSTAD: "I cannot help agreeing with our our eloquent friend from Iowa in expressing the hope that some other words might be found for these 'have utterly failed.' There is room for misunderstanding there. We admit in the previous part of the resolution that the regulations imposed by the Government did succeed in maintaining the price of coffee during the war period at the low level. I don't think that any of us would say that these restrictions failed to keep the price of coffee down through the past year, but they did fail to prevent Brazil (to single out one country, from raising prices the day after peace was declared. Isn't that a fair statement? If you could change this in some way—'utterly prevented the recent advance—or something of that sort, it might mean the same thing."

#### PLEA TO ELIMINATE SELFISH MOTIVES

Mr. McCreery: "We mustn't let our selfish motives rule this thing. Mr. Hoover is lack of it, and he is looking at it on a basic principle. The big thing that is confronting the United States to day is the labor and the wage and food problem. The United States Government is determined, if they can possibly make it so, that food and clothing and all the necessities of life must show a decline before the wage starts to show the decline. Now, in my personal judgment, if you will eliminate the word 'utterly' it is all right.



A. S. BRASEN  
Chicago  
Resolutions



FELIX COSTE  
St. Louis  
Resolutions



CHARLES LEWIS  
Cincinnati  
Nominating



T. P. HINCHMAN  
Chicago  
Nominating

#### SOME MEMBERS OF THE NOMINATING AND RESOLUTIONS COMMITTEES

It has failed, but what is the use of putting an emphasis on it and put the sting on those fellows who have gone down there for a dollar a year—and done their best. I believe the word 'fail' will do just as well. Mr. Hoover, in his statement that there was a surplus of coffee made the most unfair statement that was ever made by a public man, in my judgment. He didn't tell where it was and it is making us the goats. I feel just as bitterly as anybody else the injustice of the proposition, but I don't believe in creating any additional antagonism."

Mr. Webb remarked that he thought the restrictions had outlived their usefulness, and asked that the coffee trade be accorded the same treatment by the Food Administration as the sugar industry. He urged, however, that there must not be even a tinge of criticism. He suggested that the trade continue to appeal to the Food Administration for a removal of the restrictions.

Mr. BYDENBACH: "I think that everything that Mr. Webb says has a great deal of truth to it, but we are not appealing to the Food Administration, we are appealing to the tribunal of the American public."

Mr. HOFFMAN: "It seems to me we can't put anything too strong in these resolutions to show the American public that the coffee roasters are not to blame for this advance, but that it was created by other conditions."

Mr. BRAND: "I believe that the Food Administration stands very high with the powers that be, and if we haven't the power among us to create an overwhelming public opinion, it is a question with me whether we are not going to close the door without getting anywhere. We don't want to get the Food Administration to thinking of us in a hostile attitude."

Mr. MORLEY: "I agree with Mr. McCreery and some of the other gentlemen that the words 'utterly failed' should not be used. I should say something like this, 'However serviceable they may have been during the war period, now fail to serve the best interests of the coffee consumer.'"

THE CHAIRMAN: "Mr. Holstad sends up to the desk this: 'Which due to recent developments and despite the best efforts of the Food Administration have failed.'"

Mr. MORLEY: "I want to emphasize that point again that we must give the Food Administration due credit for what they have done during the last two years, but those things no longer serve under these conditions, and we can just as well hand it to them fairly, and put our punch into it by saying that these things which have served so well, but which no longer serve."

#### RESTRICTIONS TERMED UNNECESSARY

Mr. WEIR: "Have those rules served us so well?"

Answers of "No" from the audience.

Mr. WEIR: "Were restrictions on actual coffee necessary at any time?"

Answers of "No"

Mr. WEIR: "That is the reason why, speaking for myself, and not as chairman of the committee, that I feel that the restrictions placed on actual coffee should be removed. The main issue is unchanged. Actual coffee did not need to be restricted at any time. Speculation could have been

eliminated in the beginning. Actual coffee could have been left to pursue its natural course, and if it had been we wouldn't be here to-day discussing this question, in my judgment."

Mr. MORLEY: "However that may be those days have gone and whatever has happened went with them. We must all of us admit that, whether we liked it or not, or whether we believed in it or not. Whether we believed in the method or not the prices have been kept down, and if you say 'however serviceable during the war period' that doesn't say they were the best ever. We can say, 'however serviceable they may have been.' We can at least give them that and get away with the rest of it."

Mr. ABORN: "If that phrase is correct, 'however serviceable they may have been,' in those words we admit that those rules were serviceable. If they were not, why admit that?"

Mr. WEBB: "Mr. Chairman, I think Mr. Morley's amendment is a good one."

Mr. ABORN: "I think that we should be accurate in our statements, and I don't believe that statement is true. If I am wrong I should like to be corrected."

Mr. McCREERY: "In the eyes of the consuming public of this country the Food Administration did accomplish its purpose—no two ways about it. Whether they were responsible for it or not, the thing is a fact. Now this thing comes along and coffee has advanced, and the thing has been wished onto us. There is no use of our pitting ourselves against the Food Administration when it comes to a public fight. It is not common sense. We can't do it."

Mr. GATES: "I think that we should not hit a soft blow if we want to accomplish anything."

#### FOOD ADMINISTRATION VERY ARBITRARY

Mr. WEIR: "Gentlemen, we are not antagonizing the Food Administration. The attitude of the Food Administration toward the coffee industry is one of unalterable change. They have given us their ultimatum, and that is that restrictions will not be removed for the period of the war. Most coffee men felt that those restrictions were not necessary. Events have proven the fact. We are face to face with a very serious situation. We are taking the last step. The mild-mannered word has been said several times. The diplomatic word has been said several times. It is not the purpose of this committee to arouse antagonism of the Food Administration. We are stating what we think to be the fact. We have as much right to our opinion as the officials of the Food Administration have to theirs, and some officials of the Food Administration are very arbitrary in their viewpoints. They won't listen to reason. We take the position that they have utterly failed. I think that is the truth, and I don't think it does anybody any harm to tell the truth."

Mr. McCREERY: "But, you see, you make a statement there that they have utterly failed. Have they, in the eyes of the consuming public? The price is down, isn't it? It has been held down during the period of the war. You say they have utterly failed."

Mr. WEIR: "They have."

THE CHAIRMAN: "Let me ask this: Wouldn't the views of all of us here be met if we took out



O. J. DELFS  
M. Levy's Sons,  
New York



L. N. GOLL  
M. Levy's Sons  
New Orleans



T. J. WOODS  
Woods, Ehrhard & Co.  
New York



F. D. HARRIGAN  
Hard & Rand  
New York



J. H. WINFELS  
Coffee Importer  
New York



HARRY K. GRIGG  
E. H. & W. J. Peck  
New York



B. MEYER  
Stewart, Carnal & Co.  
New Orleans



F. J. NETTLE  
Produce & Warrant Co., Inc.  
New York



H. L. HANSON  
National Packaging Mch. Co.  
Boston



WILLIAM G. BURNS  
Jabez Burns & Sons  
New York



ROBERT BURNS  
Jabez Burns & Sons  
New York



S. J. McTIERNAN  
Huntley Mfg. Co.  
Silver Creek, N. Y.

SOME GREEN COFFEE AND MACHINERY MEN AT THE CONVENTION

the one word 'utterly'? That is not quite so harsh as the other, and yet it makes the statement a fact."

Mr. VAN CLEEF: "Couldn't there be an implication there that the basis of our criticism is that we are not getting our part of the advance that is going to the foreign producer?"

Mr. GATES: "We don't any of us say that they may not have kept prices down until a short period ago, but they utterly fail to accomplish it now. Now is the time we are dealing with. The war is over. There is no occasion for these restrictions now. I don't think there ever was, but I think that we ought to make a light along this line."

Mr. LEWIS: "I don't look upon that paragraph at all as antagonistic to the Administration."

Mr. WETHERDEE: "As far as the consumer is concerned the Government has kept down the price of coffee. The war is over, and the price of coffee did not advance to them during the war. I think that if we left that clause out entirely, those three words, and just said that to leave these rules in effect would be disastrous to the coffee business from now on, it would suffice."

#### ADVANCE TO CONSUMER PREDICTED

Mr. ANDERSON: "I have heard it said that when restrictions go off coffee will advance 5 cents a pound. If that is a fact we wouldn't accomplish what the Food Administration did accomplish with these restrictions in force."

Mr. BRAND: "To my mind, if this resolution accomplishes what we are after we are going to have an immediate advance in consumers' prices. How is the consumer going to look at this thing? If this resolution passes, if it gets consumer publicity, and if it removes the restrictions that we are after, instead of the consumer seeing a decline he is going to see an advance. It seems to me that the Food Administration is our court of final resort."

A standing vote was finally taken on the resolution, with Mr. Morley's substitution, which was carried.

#### PRICE PREDICTIONS QUESTIONED

The sixth paragraph was also accepted without comment. The seventh was originally worded as follows: "With their removal, and the trade allowed to proceed with the conduct of business in like manner as in the pre-war period, the price of coffee, now mounting upwards by leaps and bounds, would respond to natural economic laws and would benefit the coffee industry of this country, and we believe the consuming public as well."

Mr. Wetherbee questioned whether the convention was justified in making such a strong prediction regarding price.

Mr. Reibel suggested that the paragraph stop with the words "economic laws," contending that after the restrictions were removed and the price advanced there would be a reaction on the part of the public.

Mr. HOFFMAN: "You say 'mounting upwards by leaps and bounds.' Why not include 'subject to outside conditions'? Then they won't come back on the coffee roasters."

Mr. GASSER: "With the removal of the restrictions the price of coffee will respond to the

laws of supply and demand. That is true, sure; ultimately, they will."

Mr. REMMER: "It doesn't make any difference whether you take the restrictions off or whether you leave them on; the prices are going higher for the present, so the consumer will receive the benefit when we can receive a supply."

Mr. REIBEL: "Let me stick to my original proposition to place a period after economic laws."

Mr. WEIR: "That paragraph was made up designedly as read to you. We are pleading for the coffee industry of the country, as well as the consuming public, in our effort to stabilize coffee prices. We expect the consuming public to read this notice and to have a clear understanding as to why they are paying more for coffee. Substituting the word 'ultimately' might not be objectionable. You will notice in the drafting of these resolutions that we have referred to the consumer very frequently. We have done it designedly."

A vote was taken on Mr. Reibel's amendment, which was lost.

Mr. Morley suggested that the word "ultimately" be inserted after "we believe," and this motion was carried. The last two paragraphs of the resolution were then read and accepted.

Before the resolutions were adopted as a whole, Mr. Dannemiller thought it ought to be made clear that the advance was brought about by the producing countries and not by the trade in the United States, and he suggested that this be made clear. He thought that the words "in producing countries" be added to that part of the seventh paragraph following the words "leaps and bounds." This motion was carried.

Mr. GATES: "We are going to have an advance of 10 cents a pound to the consumer, whether the restrictions are removed or not. We are only trying to make sure that we will be properly taken care of."

THE CHAIRMAN: "Mr. Gates, do you wish to incorporate anything further in this report? That is the only way we can handle this."

Mr. GATES: "You might speak in cents per pound."

THE CHAIRMAN: "I know, but by the time we get this out our statement might be 3 cents short of the actual statement."

#### RESOLUTION OPPOSING COFFEE RULES

The complete resolution as finally adopted is as follows:

The Coffee Trade of the United States, in meeting assembled at the city of Cleveland, December 5, 1918, notes with extreme concern the increasing gravity of the situation entailed by the short supply of coffee in the United States. This in the face of the largest accumulation of stocks in the producing countries ever known. Such shortage due to Government restrictions having superseded the laws of supply and demand, which governmental action has resulted in tying the hands of the coffee dealers of the United States, but has left foreign interests free to advance prices to the extreme. This situation has already resulted in a radical increase in cost of roasted coffee to the consumer, an advance that, unchecked, will more than double the normal price of coffee unless a remedy be found.

As a matter of fact, the higher cost thus far paid by the consumer does not begin to equal the increased cost to the roasting distributor.

The restrictions imposed by the Food Administration which the coffee trade has loyally accepted while we were

## A MESSAGE FROM PRESIDENT CARL W. BRAND TO THE READERS OF THE TEA AND COFFEE TRADE JOURNAL

NEW YORK, December 10, 1918.

**I**N accepting the presidency of the National Coffee Roasters' Association it shall be my ambition to serve the best interests of the entire roasting industry of the United States just as effectively as lies in my power so to do.

Anyone who accepts high office must expect criticism, but I shall at all times accept suggestions if they are constructive.



CARL W. BRAND

It is my idea that the usefulness of the National Coffee Roasters' Association to its members can be considerably increased, and with the added dues and the resulting ability of the Association to employ an active Secretary-Manager, there should be no question of the Association proving its worth to its membership.

The good that the new administrator can render, in large measure, depends upon the co-operation of the present membership towards our new financial programme and in securing new members. Increased membership, a sufficient income, effective management and you should lend the Association to a broader usefulness.

These are trying times, and we shall need your best constructive advice, to the end that the National Coffee Roasters' Association may become not only a truly National Association but a national need as well to the entire coffee roasting industry.

The old saying is that "A chain is no stronger than its weakest link"; so may we all become National Association boosters and workers, to the end that the N. C. R. A. shall stand second to no organization in effective co-operative results.

CARL W. BRAND.

in the throes of war were enacted with the express purpose of keeping the price of coffee unchanged during the war period.

The war conditions are rapidly passing.

The continuance of these restrictions, however desirable they may have been during the war period, now fail to serve the best interest of the coffee consumers of this country, and are jeopardizing the very existence of the coffee industry of the United States, give the foreign producer the sole benefit in the extreme advances that have already occurred.

The certain and unprecedented further advance in the cost of the roasted product to the consumer should present regulations be maintained argue unanswerably for the removal of all such barriers to free and untrammeled trading.

With their removal, and the trade allowed to proceed with the conduct of business in like manner as in the pre-war period, the price of coffee, now mounting upwards by leaps and bounds in producing countries, would respond to natural economic laws and would benefit the coffee industry of this country and ultimately the consuming public as well.

With the gradual lessening of the price of food commodities, we consider it unjust to the public that coffee should sharply advance when by governmental co-operation such advance might be checked.

Therefore, be it resolved that the coffee trade of the United States, in convention assembled, petition the United States Food Administration to remove all restrictions forthwith, thereby conserving the safety and interest of an important industry and of the consuming public as well.

Copies of the resolution were furnished to each of those present, with the suggestion that they be given to the newspapers in each locality.

The resolution was telegraphed to the Food Administration, and the following day an answer was received, stating that the rules could not be rescinded. The telegram was worded as follows:

"Your telegram fifth received. The Food Control Act remains in effect until the fact of peace is proclaimed by the President. His proclamation of July 30, requiring all persons engaged in the green coffee business to obtain a license and to observe the rules and regulations cannot be rescinded by the Food Administration. They are charged with the responsibility of carrying out this proclamation, and by means of licensing enforce the provisions of the Food Act, by which hoarding and unreasonable profit are made illegal. The amended rules handed Mr. Dorr, chairman of the committee who conferred with us, are as far toward removing the restrictions as we deem necessary, and will not, in our opinion, have any bearing one way or the other on the course of Brazilian or other speculators."

M. W. Feingold, New York, moved that each firm in the trade make a voluntary contribution of \$10 to help defray the expenses of the committee. This motion was carried, and it was also agreed that a request for a contribution be sent to all firms in the trade.

The convention was adjourned for the day and the joint session was at an end.



## FRIDAY MORNING SESSION

The sessions of the N. C. R. A. were resumed on the morning of the second day, with President Casanas in the chair. The members of the press were excluded, while Ross W. Weir, chairman of the Joint Coffee Trade Publicity Committee, submitted his report. The details were not made public, but Chairman Weir afterwards furnished a statement to the press outlining the progress of the propaganda plans. This report is printed elsewhere in this issue.

After the coffee publicity matter had been disposed of the press was invited to enter, and the chairman asked for suggestions for the next convention city. Mr. Ach proposed Atlantic City, and the motion was carried that it was the sense of the convention that the next meeting place be in that city.

It was announced that six new members had been added during the convention, making a total of 228. The new members are: H. C. Platter, Denison, Texas; Interstate Coffee Company, Natchez, Miss.; Franklin Coffee Company, Columbus, Ohio; Stowell Coffee Company, Cincinnati; The Rust-Parker Company, Duluth, Minn., and the U. & J. Lenson Company, New York.

The resolutions adopted by the convention, which are printed in another column, were read by Felix Coste, St. Louis. The most important provided for the employment of an organizing secretary and the doubling of the association dues. Chairman Casanas urged the necessity of the last mentioned resolution, in order to relieve the president of his arduous duties and to broaden the scope of the organization.

Formerly the dues were \$25 per year for firms capitalized at \$50,000 or less, and \$50 for a capitalization of \$50,000 and over, so that the dues now become either \$50 or \$100 a year. It is understood that the old arrangement brought in about \$100,000 per year. The new basis is effective as of November 1, 1918, and a statement explaining the reasons for the motion will accompany all bills.

In his annual report President Casanas recommended that the trade press be admitted to all convention sessions. As a result of this suggestion a resolution was adopted indorsing the principle but requiring an affirmative vote of two-thirds of the members, in case occasion arose for an executive session.

The resolution recommending the appointment of a committee, "whose duty it shall be to consider conditions relative to competition, not among ourselves, but from outside sources," caused some discussion. The committee, according to the wording of the resolution, is "not only to counsel among its own members, but to work with similar committees of other organizations."

The chairman thought that the matter ought to be approached cautiously, otherwise it might be construed as a method to get outside interests to raise prices.

Mr. Ach stated that the committee did not care to be too specific in outlining the reasons for the resolution. He said that there was no thought of influencing prices.

Edward Ahorn thought that the paragraph had a meaning not intended, and he suggested a revised wording, which omitted the phrase "not

among our own members." Mr. Ach said it would be most unfortunate if these words were omitted, and the original wording was finally adopted.

At this point, J. W. Koehrmann, Toledo, submitted a motion providing for the organization of a spice grinders' section. He said that the spice grinders were in need of an association, and that the attempt to organize a unit as a part of the American Spice Trade Association was making no satisfactory progress. He suggested that it would be feasible to affiliate with the N. C. R. A., and that it would solve the spice grinders' problem. He submitted a resolution to the effect that the committee be authorized to add a spice grinders' unit, the members of which are to be grinders and dealers in spices, the dues to be \$50 per year.

Mr. Brand pointed out the addition of this section would mean increased dues only for those members of the N. C. R. A. who are also spice grinders. He afterwards stated it was his idea that those members who distributed spices but did not grind could participate in the benefits of the grinders' unit, but would pay only nominal dues for this phase of the association's activities. The increased dues are to apply only in the case of firms that desire to join the spice grinders' section.

Some one asked if there was not a spice association, and Mr. Brand said that there was, but that it was of no value to the spice grinders, the dues being purely nominal. Mr. Holstad remarked that they solicited members, and Mr. Brand said, "Yes, but the good you get out of it is nil. A few of us have been trying for three or four years to get some action towards getting a spice grinders' section. It has been suggested that the spice grinders go in with the American Specialty Manufacturers' Association, but we have never been able to get anywhere with this proposition. The American Spice Trade Association had their annual meeting recently, and revised their constitution so as to provide for a spice grinders' section."

"We haven't been able to make much progress, however, because the whole spice trade feels that their interest and ours may not be mutual even though we are dealing in the same product. There should not, on the other hand, be any conflict of interest between coffee roasters and spice grinders. I believe the arrangement would benefit both."

Mr. Ach suggested that the motion be changed to one creating a spice grinder unit, the details to be worked out by the executive committee, and this was carried.

Mr. Holstad moved that Carl W. Brand, who was responsible for the convention arrangements and the smooth working programme, be given a rising vote of thanks, and this motion was seconded and carried.

Charles Lewis then reported for the nominating committee, the new officers being: President, Carl W. Brand, The Widlar Company, Cleveland; vice-president, Robert M. Forbes, James H. Forbes Tea & Coffee Company, St. Louis; second vice-president, J. A. Folger, J. A. Folger & Co., San Francisco; treasurer, Lewis Sherman, Jewett & Sherman Company, Milwaukee. Directors, William Fisher, C. F. Blanke Tea & Coffee Company, St. Louis, to succeed J. J. Schotten; Thos.

# HARD & RAND

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Chicago, Illinois

New Orleans, Louisiana

St. Louis, Missouri

San Francisco, Cal.

Correspondents in all other principal markets

J. Webb, Puhl-Webb Company, Chicago, to succeed Charles Lewis; Ross W. Weir, Ross W. Weir & Co., New York, to succeed F. C. Russell; A. J. Dannemiller, Dannemiller Coffee Company, New York, to succeed J. A. Folger; G. Burgess, Martin L. Hall Company, Boston, to fill a vacancy caused by the nomination of Carl W. Brand for president. The secretary cast a unanimous vote of the convention for the officers as nominated.

Upon assuming the chair Mr. Brand expressed pleasure at accepting the honor. He said that he had no set programme for the year and had no axes to grind and no special interest to serve. He said he would work for the interests of the association just as hard as he had always worked in his own business. He said he believed that the organization was just in its swaddling clothes.

#### THE CONVENTION BANQUET

Carl W. Brand arranged a unique programme of entertainment for the annual dinner, held at the Hotel Winton on the evening of December 5.

Among the guests was the Cleveland Naval Reserve Band, which rendered popular selections. A quartette from the band gave several vocal selections that made a big hit. A professional chorus leader guided the diners in the singing of popular songs. There was also a seven-piece orchestra and several other entertainment features, all of which contributed to a most pleasant evening.

The speakers were Dr. William C. Stuchell and Judge Pierre A. White. Both are orators of note.

#### SKETCH OF THE NEW PRESIDENT

Carl W. Brand has for some time been one of the leaders of the National Coffee Roasters' Association. A most successful coffee roaster himself, he has long realized the importance of association work as a means for elevating the standard of the business and helping each individual member. His particular hobby is costs, and he has contributed some valuable convention papers on this subject.

Most coffee roasters are content if they can strike a trial balance once a month. By means of a comprehensive system which he has worked out, Mr. Brand knows the exact condition of his business at the end of every business day, including the profits of that day. The profit of every sale is figured out and recorded.

Although president of one of the largest firms of its kind in the country, Mr. Brand is still a young man. He was born in Cleveland, July 26, 1886, and was educated in the public and high schools of that city, afterward attending the Spencian Business College.

His business career began some time before his school days ended, in fact, part of his education was the result of his own earnings.

One of his first business ventures was the establishment of a retail coffee route, taking his orders and making deliveries on a bicycle. He was also variously engaged as a clerk, bill collector, door boy, etc., the earnings being used to pay his way through business college.

After leaving school Mr. Brand went to work for the Lorain & Cleveland Electric Railway as clerk. At the same time he studied law at night school for two years, realizing the benefits of a

legal education. His next position was as bookkeeper for the Jacob Hoffman Wagon Company, Cleveland, later with a branch of this concern, the Hoffman Hinge Company, where he rose to a position of responsibility, having sixty men under him. Although receiving \$25 a week from this firm, which was a goodly sum for a man of his age, he finally decided to enter the coffee and spice business with his uncle, F. Widlar, who was at that time a prominent merchant of Cleveland. He accepted the salary of \$12 per week.

This was in 1898. During the next two or three years he worked in every important position in the establishment and later was made manager.

After the death of his uncle the business was incorporated as the Widlar Company, and since 1910 Mr. Brand has been its president.

Mr. Brand is a director of the Garfield Savings Bank, Cleveland, and president of several real estate companies in that city; he is vice-president of the Children's Fresh Air Camp, and a member of the Willowick Country Club, the Old Colony Club, the Union Club, the Cleveland Athletic Club and the Cleveland Automobile Club. He is a member of the City Finance Committee of the Cleveland Chamber of Commerce, and is also on the Board of Finance of the Civic League.

Mr. Brand married Miss Edith Ewing in 1905, and has four children.

#### RESOLUTIONS ADOPTED

The complete resolutions adopted in addition to the one providing for a spice grinders' unit were as follows:

##### ON THE DEATH OF SIX MEMBERS

The association deeply deplores the passing away during the year just ended of our fellowmembers: V. M. Engelhard, Louisville; Herbert A. Stickney, Albany; William J. Kinsella, St. Louis; Fred Lowry, Philadelphia; W. S. Rice, Chicago; A. R. Bowers, Richmond, Va.

In order to fittingly express the sentiments of the association, the president shall designate a member from the locality in which the decedent resided to prepare resolutions of sympathy and condolence, such resolutions to be forwarded to the secretary and by him transmitted to the family of the deceased, a copy of the resolutions to be made part of the association's records.

##### FOR A PAID MANAGER AND INCREASED DUES

Without any thought of change in our present organization it seems probable that the time will come when an organizer or managing secretary will be desirable to handle the increased activities of the association, and in order to provide for this and other increasing expenses we recommend that the yearly dues be increased to double their present amount.

##### UPON OPENING ALL SESSIONS TO THE PUBLIC

We endorse the principle of the President's recommendations for open session and the fullest exchange of confidence between our organization and the public, but with the thought that occasion may arise when an executive session may be deemed necessary, we suggest that such session may be provided for upon the affirmative vote of two-thirds of the members present.

##### A COMMITTEE TO CONSIDER COMPETITION

We recommend the appointment of a committee whose duty it shall be to consider conditions relative to competition, not among ourselves, but from outside sources. This committee not only to counsel among its own members, but to work in accordance with their judgment with such other similar committees representing other commercial organizations.

##### GRATITUDE TO THE COMMITTEES

Our association deeply appreciates the valuable services rendered by the officers and committees of the association in the strenuous year just ended.

**Geo. H. Mc Fadden & Bro.**

**COFFEE**

**25 Broad Street**

**New York**

Agents North America for  
Companhia Prado Chaves,  
Sao Paulo and Santos  
Brazil.

#### APPRECIATION OF THE RETIRING PRESIDENT

We single out in particular President Casanas, who, in the midst of the many demands upon him of his private interests and the public services he was called upon to render, yet handled the emergencies that presented themselves promptly, efficiently and successfully. Secretary Toms also should be mentioned for his careful attention to the duties devolving upon him.

#### CONVENTION SIDELIGHTS

##### Rambling Remarks About Doings at Eighth Annual Assembly of the National Coffee Roasters' Association

**I**N one respect, at least, makers of future N. C. R. A. convention programmes can profit by the recent Cleveland meeting. In the past, as is characteristic with most trade conventions, the proceedings dragged because the programme was cluttered up with non-essentials. Not so with this year's meeting; no reading of minutes; no reports of branch associations; no tedious committee reports. Facilitated by President Casanas, the meeting got down to real business in short order.

Cleveland proved an admirable meeting place. Centrally located, it is convenient to all sections of the country. The Hotel Winton is new and cheerful and the facilities were adequate.

Owing to the lack of an entertainment programme and the acute coffee situation, there was not as much hilarity as at previous meetings; but, after all, it should be for profit, and not for pleasure, that men go to these gatherings.

#### GREEN COFFEE MEN PRESENT

As usual, there was a goodly representation of green coffee men, and for the first time they participated in the convention deliberations. Two green coffee men, L. D. McDowell, of Chicago, and B. Meyer, of New Orleans, were honored by being seated at the speakers' table at the banquet.

Among the green coffee men who attended for the first time were David Brown, M. W. Feingold and Philip L. Stetzer, of J. Aron & Co., New York; A. S. Mackay, of C. E. Bickford & Co., New York; B. B. Peabody, of T. Barbour Brown, New York, and H. K. Grigg, of E. H. & W. J. Peck, New York.

Walter D. Stuart, of George H. McFadden & Bro., New York, was much in evidence. Mr. Stuart is in fine feather these days. The firm is now North American agent for Companhia Prado Chaves, one of the largest shippers of Brazil coffee, and is making good progress.

T. J. Woods, of Woods-Ehrhard & Company, New York, was on hand, as usual. "Tom" recently returned from a two months' trip to Hayti, so that he now has a first-hand knowledge of coffee cultivation and preparation.

Francis J. Nettle, manager of the coffee department for the Produce & Warrant Company, New York, is said to have done a nice business at Cleveland. This year's meeting was an exception, in that the coffee roasters, owing to market conditions, were anxious to buy, if they could buy right, and consequently some representatives of the green coffee houses sold large blocks of coffee.

Mr. Nettle, who has been with the Produce & Warrant Company for a comparatively short time, is making fine headway. It is understood that his firm recently bought him a brand-new motor car in appreciation of his services.

If there is another green coffee man who hits the trail more than B. Meyer, of New Orleans, we have not heard of him. "Ben" is on the Food Administration Coffee Advisory Committee, and he commutes between New Orleans and New York via Washington. He was present at Cleveland, of course, and at last accounts was still a long ways from the "Crescent City."

L. N. Goll, of M. Levy's Sons, New Orleans, made many new friends at Cleveland for his growing firm, and incidentally did a "land office" business. He was ably assisted by O. J. Delfs, who will have charge of this firm's New York office.

Chas. Dittmann, of the Chas. Dittmann Company, New Orleans, was unable to attend, but Fred Allain came on from Chicago to represent his firm at the meeting. Mr. Allain says that press of business kept the elder Dittmann at the office, while Mr. Dittmann, Jr., who usually is in evidence, was detained at home because of a few arrival in the family.

The green coffee trade of St. Louis was represented by Ed. Harrigan, of Hard & Rand; F. W. Markham, of F. W. Markham & Co., and Thomas P. Monahan, of the Monahan Brokerage Company.

Ed. Harrigan hasn't yet missed a convention of the N. C. R. A. He is a genial "son of the old sod," and in spite of the fact that he tells people just what he thinks of them, he is one of the most popular men in the trade.

Tom Monahan lately entered business on his own account under the name of the Monahan Brokerage Company. He has ambitious plans for the extension of his business far beyond the confines of St. Louis, and is now laying a foundation to this end.

Perhaps the only serious drawback to this year's meeting was the absence of Tom Royal. B. C. Betner, his side-partner, was on hand. "Tom" was busy turning out bags at Bryn Mawr. He thought "B. C." could survive two days. Had it been a three-day affair, it was Tom's idea that they work in relays. Frank Ennis, of Kansas City, missed "Tom" so much that he went to Philadelphia to see him.

Jabez Burns & Sons, the coffee machinery house, were represented by Robert Burns, William G. Burns and Joseph L. Kopf. Robert had the time of his life, as usual. There was a dearth of ladies at the banquet, but Robert managed to find some one to dance with, and he was as full of pep as the youngest of them.

The Huntley Manufacturing Company, Silver Creek, N. Y., was represented by S. J. McTiernan, who was accompanied by his wife. Mr. McTiernan has been ill for some time, but he states that he is on the road to recovery.

The local war savings stamp committee conducted a sale at the banquet, and judging by the way the coffee men bought stamps there is still a goodly surplus of funds in the trade, despite conditions. Bisque dolls brought as high as \$300 in war stamps, and the sales totaled about \$3,000.

## ANNOUNCEMENT TO THE TRADE

After 23 years with John O'Donohue's Sons, who retire from business on January 1st, I plan to establish a coffee jobbing and importing business under the name of

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Messrs. Carlo Pareto & Co., Rio de Janeiro.	

#### Commercial Letters of Credit Issued

Our Spot Department makes a specialty of selecting and purchasing coffees for the interior trade.

C. F. Doble, of the Pneumatic Scale Corporation, Boston, and H. L. Hanson, National Packaging Machinery Company, Chicago, were among the few representatives of machinery and supply houses that attended the convention.

The J. C. Whitney Company, Chicago, was the only tea importing house registered at the meeting. This concern was represented by W. Bollman, Fred A. Grow and Thomas Kennedy.

The American Can Company, New York, did not have its customary exhibit this year owing to the nature of the meeting. J. F. Caine came on from Chicago to fraternize with his friends in the trade, and E. F. Daub and M. B. Fisher, of the Cleveland branch, were also present.

#### "AMONG THOSE PRESENT"

Among the association members present at the convention were:

Allen & Co. (J. A. Kieimer), St. Paul.  
 Anderson-Ryan Coffee Co. (G. A. Anderson, R. Drummond), Duluth, Minn.  
 Arbuckle Bros. (Sam'l A. Riehel), New York.  
 Arnold & Aborn (Edw. Aborn), New York.  
 Bell, Conrad & Co. (A. S. Brasen, Chas. H. Conrad), Chicago.  
 Biedermann Bros. (P. F. Biedermann), Chicago.  
 Biston Coffee Co. (Gus Biston), St. Louis.  
 Black Hawk Coffee & Spice Co. (H. B. Cropper), Waterloo, Iowa.  
 Blanke Tea & Coffee Co., The C. F. (Wm. Fisher), St. Louis.  
 Bour Co., The (Chas. C. Pierce, Albro Blodgett), Toledo.  
 Brownell & Field Co. (Frank O. Field), Providence.  
 Campbell & Woods Co. (H. F. Bailey), Pittsburgh.  
 Canby, Ach & Canby Co. (F. J. Ach), Dayton.  
 Clark & Host Co. (W. R. Host), Milwaukee.  
 Dannemiller Coffee Co. (Albert J. Dannemiller), New York.  
 Dannemiller Grocery Co., Canton, Ohio.  
 Durand & Kasper Co. (Herbert Delaheld), Chicago.  
 Ennis-Hanly-Blackburn Coffee Co. (Frank Ennis), Kansas City, Mo.  
 Fureka Coffee Co. (T. Cumpson), Buffalo.  
 Fischer, B. & Co. (T. O. Budenbach), New York.  
 Forbes, Jas. H., Tea & Coffee Co. (Robt. M. Forbes, G. V. Dahlgren), St. Louis.  
 Franklin Coffee Co., Columbus, Ohio.  
 Gasser Coffee Co. (G. H. Tremer, M. H. Gasser), Toledo, Ohio.  
 Griggs, Cooper & Co. (C. M. Griggs, C. E. Wyman), St. Paul.  
 Grocers' Coffee Co., The (W. N. Gates), Indianapolis.  
 Grossman Co. (Geo. A. Grossman), Milwaukee.  
 Hall Co., Martin L. (C. H. Baker), Boston.  
 Halligan Coffee Co. (E. J. Halligan), Davenport, Iowa.  
 Harrison & Co., W. H. (W. H. Harrison), Cincinnati.  
 Hawthorth & Dewhurst, Ltd. (J. S. George), Pittsburgh.  
 Heekin Co., James (Charles Lewis), Cincinnati.  
 Holstad & Co., S. H. (S. H. Holstad), Minneapolis, Minn.  
 Hoffman & Sons Co. (Willibald Hoffman), Milwaukee.  
 Interstate Coffee Co. (Alex J. Geisenberger), Natchez, Miss.  
 Jewett & Sherman Co. (Lewis Sherman), Milwaukee.  
 Kasper Co., A. J. (A. J. Kasper), Chicago.  
 King Coffee Co., John E. (John E. King), Detroit.  
 Merchants' Coffee Co. (B. C. Casanas), New Orleans.  
 Meyer Bros. Coffee & Spice Co. (Robt. Meyer), St. Louis.  
 National Grocer Co., The (E. G. Beeson), Detroit, Mich.  
 Norwine Coffee Co. (F. Norwine), St. Louis.  
 O'Donohue, Knight & Gage Co. (E. N. Gage, Fred H. Nash), Cleveland.  
 Parsons & Scoville Co. (Chas. A. Elliott), Evansville, Ind.  
 Platter, H. C., Denison, Tex.  
 Paul Webb Co. (Thomas J. Webb), Chicago.  
 Ridenour-Baker Merc. Co. (C. F. Van Clee), Oklahoma City, Okla.  
 Rust, Parker Co. (F. P. Simme), Duluth.  
 Schonbrunn & Co., S. A. (S. A. Schonbrunn), New York.  
 Seeman Bros. (F. R. Seeman), New York.  
 Smith Co., S. C. (Edw. H. Teare), Cleveland.  
 Smith Co., E. T. (Wallace T. Moxley), Worcester, Mass.  
 Sokol & Co. (John A. Sokol), Chicago.  
 Sprague, Warner & Co. (Oscar Kemmer), Chicago, Ill.  
 Stegle, Wedeles Co. (T. P. Hinchman), Chicago.  
 Steinwender, Stoffregen Coffee Co. (Felix Coste), St. Louis.

Thomson & Taylor Spice Co. (Livingston D. Wells), Chicago.  
 Western Grocer Mills (R. W. McCreery), Marshalltown, Iowa.  
 Weir & Company, Ross W. (Ross W. Weir), New York.  
 Wiolar Co. (Carl W. Brand, Paul M. Hacerott, H. W. Madison, Dr. S. May, Edw. S. McCart, J. M. Schanz, A. Van Rooy, A. A. Hammond), Cleveland.

#### NON-MEMBERS

American Can Co., The (E. F. Daub, M. B. Fisher, J. F. Caine), Cleveland and Chicago.  
 Aron & Co., J. (W. T. Bown, David Brown, M. W. Feingold, Philip L. Stetzer).  
 Berdan & Co. (W. J. Mandle), Toledo.  
 Bickford & Co., C. E. (A. S. Mackey), New York.  
 Block & Co., Chas. J. (Wm. C. Block), Chicago.  
 Brown Co., T. Barbour (T. Barbour Brown), Chicago.  
 Brown Co., T. Barbour (B. B. Peabody), New York.  
 Burns & Sons, Jabez (Robert Burns, Wm. G. Burns, Jos. L. Kopf), New York.  
 Calvert Lithographing Co., The (Frank W. Barnard), Detroit, Mich.  
 Dewitt-Roberts Co. (Geo. Dewitt), Cleveland.  
 Dittman Co., Charles (Fred V. Allain), Chicago.  
 Eppens, Smith Company (Thomas H. Baker), New York.  
 Federal Coffee Mills Co. (Ed. Stern, Louis Stern), Cleveland.  
 Hard & Rand (Edward Harrigan), St. Louis.  
 Huntley Mfg. Co. (S. J. McTiernan), Silver Creek, N. Y.  
 Leon, Israel & Bros. (Edw. A. Levy), New York.  
 Leonard & Co., T. E. (T. E. Leonard), Kansas City, Mo.  
 Levy's Sons, M. (L. N. Goll), New Orleans.  
 Levy's Sons, M. (O. J. Delfs), New York.  
 Loggins China Co. (W. I. Gahrns, Marcus Nelson), Springfield, Ohio.  
 Markham Co., F. W. (F. W. Markham), St. Louis, Mo.  
 Naylor & Co., E. B. (M. O. Tilden), Chicago.  
 Monypenny-Hammond Co., The (A. A. Hammond), Columbus, Ohio.  
 Monahan Brokerage Co. (T. Monahan), St. Louis.  
 National Packaging Mch. Co. (H. L. Hanson), Chicago.  
 Pfeiffer & Co., S. (John r. Jane), New Orleans.  
 Pneumatic Scale Corporation (C. F. Doble), Boston, Mass.  
 Peck, E. H. & W. J. (Harry K. Griggs), New York.  
 Produce & Warran, Inc. (Francis J. Settle), New York.  
 Rouse, D. Perrin (D. Perrin Rouse, R. W. Austin), Lorain, Ohio.  
 Royal, Thomas, & Co. (Benjamin A. Betner), Bryn Mawr, Pa.  
 Ruffner, McDowell & Hirsch (J. W. Blackburn, T. D. McDowell), Chicago.  
 Spice Mill, The (B. F. Simmons), New York.  
 Sprague & Rhodes (Geo. V. Kershaw), New York.  
 Steinwender, Stoffregen & Co. (Chris. Arndt, C. M. Moore, H. M. Rogers, C. H. Stoffregen), New York.  
 Stewart, Carnal & Co. (Bernard Meyer), New Orleans.  
 Stowell Coffee Co. (C. C. Stowell), Cincinnati.  
 TEA AND COFFEE TRADE JOURNAL (O. W. Simmons), New York.  
 Victor Tea Co. (D. Gottdiner), Cleveland.  
 Whitney & Co., J. C. (W. Bollman, Fred A. Grow, Thomas Kennedy), Chicago.  
 Windels, J. H. (J. H. Windels), New York.  
 Woods, Ehrhard, Co. (Thos. J. Woods), New York.

#### ALLIES MAY FIX COFFEE PRICE

In a review of the coffee trade, with special reference to conditions as they relate to San Francisco, W. R. Grace & Co. say: "There has been considerable talk of the possibility of the Allies and the United States, who have agreed on prices for many commodities, to attempt to establish a fixed maximum price for coffee for some time to come, especially if Brazil permits speculation to further increase prices to the sensational extent experienced during the last month."

#### THE COFFEE BILL OF THE U. S.

At the recent National Coffee Roasters' Association convention in Cleveland, it was stated that the annual sale of coffee to consumers amounts to more than \$600,000,000.

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## COFFEE PROPAGANDA PROGRESS

### A Digest of the Report Made by the Joint Coffee Trade Publicity Committee at the N. C. R. A. Convention

THE report of the Joint Coffee Trade Publicity Committee was read in executive session. The following digest of its salient features was given out by the committee's chairman, Ross W. Weir, for publication:

In April last the committee voted to start the preparatory work of the campaign October 1, 1918, this in anticipation of being able to launch the campaign proper early in 1919, in accordance with our understanding with the National Food Administration, who informed us that they felt confident the tonnage situation would be entirely relieved by that time. Unfortunately, however, the situation did not develop in the manner anticipated, which made a further postponement of our activities necessary. It is to be hoped, however, that with peace now in sight the situation will shortly right itself so as to warrant our proceeding in an initial way, anyway, in the near future. When the Food Administration inform us that we may proceed accordingly, a call will be made upon the subscribers for their first year's subscription to the fund.

#### PUBLICITY FUND PRACTICALLY COMPLETE

We are pleased to inform you that the roasters' quota (\$100,000) of the \$150,000 fund to be raised by the American interests has been practically entirely subscribed. The green merchants' portion of same is also in equally as good a condition, so that the very moment the committee believes it prudent to proceed we are financially prepared to do so. We have also received the initial three-month advance payment from the Sociedade Promotora da Defesa do Café for advertisement purposes, shortly to be followed by further monthly remittances as needed by the committee.

#### COSTE CHOSEN AS SECRETARY-MANAGER

We are pleased to announce that we have succeeded in engaging the services of Mr. Felix Coste, St. Louis, to act as secretary-manager of the committee.

#### FOR THOROUGH COFFEE RESEARCH

From the roasters' viewpoint, and, indeed, green coffee merchants as well, one of the very important steps of the initial or preparatory effort of the committee will be a thorough coffee research to determine the scientific facts regarding coffee, primarily for the use of the committee in its publicity work, but also for the use of the subscribers to the fund. This research has long been urged by many of the roasters. To be valuable it must be done thoroughly and will doubtless consume several months.

#### THE MERCHANDISING PLAN

One of the most important features of the campaign has been referred to as the "Merchandising Plan." This is the process by which roasters will

not only be kept advised as to the progress of the campaign, but also as to the logical means of making the campaign most valuable to roasters *individually*, by turning a general interest and general demand into particular business in the coffees which the individual roaster has to sell. Much of the success of the entire campaign will depend upon this feature, and we feel that it must be thoroughly worked out in advance of the campaign itself. The services of the secretary-manager will be available for consultation by the various subscribers, and Mr. Coste's excellent qualifications will no doubt prove of immense value to all interested in this merchandising plan.

Preparation for "copy" for this campaign will, of itself, be a long and laborious process. We wish to have sufficient facts behind our "copy," based on our coffee research, to make our statements unassailable. At the same time it is not proposed to enter into any controversy which may lead to only more arguments instead of more sales. Our "copy" policy must, furthermore, be planned so as to render a commercial benefit to all of our various coffee interests situated in all parts of our country.

#### BRAZIL TO HELP CAMPAIGN HERE

Our Brazilian friends have stood by us most loyally through the various vicissitudes we have been subjected to during the past year owing to the many sudden changes in the war situation. It is their intention to confine their efforts to increased coffee consumption in the United States exclusively to our committee.

The law passed by the Sao Paulo Legislature in October, 1917, imposing a tax on coffee receipts at all junction points in the State of Sao Paulo, has been operative ever since, with the result that a large fund is already at the disposal of the Sociedade for the purposes of our propaganda, so that, financially, we are in an exceedingly strong position through the close co-operation afforded us by our Brazilian friends, who, we confidently believe, are thoroughly alive to the advantages accruing to themselves in co-operating in the manner they have elected to do with the allied coffee interests of the United States.

#### THE COFFEE CAMPAIGN AND PROHIBITION

Without something unforeseen should occur to prevent, it is our present intention to start our preparatory work shortly after January 1, and the propaganda shortly after May 1, thus anticipating by two months the enactment of national prohibition in the United States—a time that the committee considers most auspicious to push coffee, and to push it *hard*, as a substitute for intoxicants.

Mr. Theodor Langgaard de Menezes, the representative of the Sociedade Promotora da Defesa do Café, having sailed for Brazil on November 26, regretted exceedingly not being able to attend this meeting, as he fully expected to be able to do if it had been held as originally planned. Mr. Menezes, however, expects to return again to this country coincident with the launching of our campaign, and will, I am sure, be most happy to attend our next annual meeting.

The committee's report would not be complete

BENJ. LAHY

EDWIN GROVES

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Without reference to the hearty co-operation afforded us by Mr. Louis R. Gray in Brazil. It affords me a great deal of pleasure to testify to the hearty co-operation and support which we have received from Mr. Gray. And I am frank to say to you that without we had had such able backing through Mr. Gray the present undertaking would not have been possible. The committee therefore wishes to take advantage of this opportunity to express its warm appreciation, also thanks, for his services in behalf of our joint undertaking.

## BETTER COFFEE FOR THE ARMY

Some Recommendations for Improving the Quality of the Drink Served Our Soldiers in Camp or Field\*

By EDWARD ABORN  
New York

THE coffee merchants the quality of the coffee served to our boys in the Army and Navy has been for a long time a source of great concern, and that the boys were, by all reports, so wholly missing the highest benefits of so great a mainstay in their diet as coffee seemed an error of the gravest importance.



EDWARD ABORN

Upon investigation it was found that the Army was using directions forty years old, which, as printed in

the official Army Cooks Manual, are of the crudest and most destructive character, a cruel abuse of one of the soldiers' greatest resources.

The latest issue of the Manual for Army Cooks contains this:

Many cooks remove a portion only of the coffee grounds after cooking, always leaving a portion in the pot. Good coffee can never be made in this manner. All the strength is not extracted at the first cooking and it is best to allow the grains to accumulate in the boiler for three meals and then remove the entire lot. Although there is some waste by this method, it is a great deal better than any other, and the coffee is always good."

The official Army rule for brewing coffee is No. 591 in the Army Manual, as follows:

"591. *Coffee* (for 60 men). Coffee is generally served for breakfast and dinner, and should always be prepared fresh at least once a day.

Breakfast: Put  $7\frac{1}{2}$  gallons of water in the boiler and let come to a boil; add  $2\frac{1}{2}$  pounds roasted and ground coffee, and remove from the range immediately.

Allow to stand 15 minutes, add 1 pint of cold water, and allow to stand a few minutes longer before serving. To sweeten, add 4 or 5 ounces of sugar to each gallon.

Dinner: Allow the grounds to remain in the boiler

after breakfast and add sufficient water to make  $7\frac{1}{2}$  gallons; allow to come to a boil and add 3 ounces of coffee, roasted and ground, for each gallon of fresh water used; remove from the range and allow to stand 15 minutes; add a pint of cold water and allow to stand a few minutes before serving.

Coffee should be made for immediate use only."

The Committee on Army and Navy Coffee, promptly upon its appointment, offered its services to the Government. When Mr. Holbrook took office in the Army Coffee Supply Service there was started an earnest and persistent interest in the quality of coffee to be served to the soldiers. This enthusiastic and intelligent effort was applied to coffee in every detail, the green selection, roasting, grinding and brewing. Good drinking coffee was chosen, roasting plants near the camps were established, and studies were made of grinding and brewing.

After consultation with Mr. Holbrook, upon the subjects of grinding and brewing, a series of studies and experiments were made at his request, and the results were reported to him. It was necessary to utilize the regular army equipments, and the result to be striven for was the best possible quality that could be obtained without change of the utensils regularly used in the service. Any change in utensils and equipment by a large army, especially in war time, was not to be suggested, and the best that could be hoped for was a better adaptation of what the army had in use, namely, a tin boiler of  $7\frac{1}{2}$  gallons capacity and the cotton inside sugar bag which is constantly at hand. This is a light muslin bag about 36 inches long by 20 inches wide. Turning an office temporarily into a camp kitchen various brews were made in the army standard quantity of  $7\frac{1}{2}$  gallons. Various degrees of grind were tested and different methods of application of the water to the grounds were tried out.

The degree of agitation was, of course, the first essential, and after the grind most efficient under the circumstances was determined a method of standardizing the degree of fineness was considered.

The fineness of grind was, of course, limited by the texture of the bag, which is not fine enough to hold the finest particle.

It was found that the finest grind that could be efficiently held by the bag produced the most successful results. It was also demonstrated that the strength was best obtained from the grounds by the circulation of water through the grounds, and not by boiling the water and grounds together or by soaking the grounds in the water. Also, that boiling the brew after it was made was decidedly injurious. After considerable experimentation the most feasible application of the developed principles, with the army limitations considered, was expressed in the following report and recipe submitted to Mr. Holbrook. Since then Mr. Holbrook has stated that these directions were thoroughly tried out in regular mess kitchens by various army authorities with very satisfactory results, the great improvement over past methods being unanimously admitted.

The brew obtained by the methods advised produces an acceptable cup of coffee. It is not, however, comparable in aromatic flavor and quality of liquor to the regular drip method correctly used. Under the present situation in the army, how-

\* An address before the Eighth Annual Convention of the National Coffee Roasters' Association, Cleveland, December 5, 1918.

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ever, with impossibility of obtaining equipments of urns, urn bags, etc., it seems to be the most efficient method possible, and if adopted will result in a big improvement in camp coffee.

The proportions of  $7\frac{1}{2}$  gallons of water to 4 pounds of coffee was suggested by Mr. Holbrook. As the report indicates, a slightly smaller proportion of coffee can be used with satisfactory results, and a liquor of good, dark color and full flavor obtained with proportions of 1 gallon of water to  $\frac{1}{2}$  pound of coffee.

#### THE ARMY COFFEE GRANULATION RECIPE

Since the finer the grind the quicker and the greater is the extraction of flavor and color, the most efficient brewing result is obtained by using the finest grind adaptable to the equipment available. A sugar bag is too coarse in texture for the very fine grinds.

Experiments show that a grind like standard (sample enclosed) does not produce a cloudy liquor, and a moderate amount only of grounds appears in the brew when the brewing rule suggested is used.

The degree of granulation may be approximated in matching a granulation by visual observation, but a more definite method of ascertaining the average size of particles is to pass the whole grind through wire sieves of standard gauge. The advised grind analyses as follows by this method, the percentages stated being estimated by weighing the proportions left on each screen:

PERCENTAGE OF THE TOTAL WEIGHT LEFT ON SCREENS INDICATED			
	Per Cent		Per Cent
10-inch screen.....	2	20-inch screen.....	26½
14-inch screen.....	21	24-inch screen.....	8½
16-inch screen.....	24½	30-inch screen.....	10¾
18-inch screen.....	4½		

#### BREWING CONCLUSIONS

1. It is not possible by the method of tying the grounds within a bag and infusing same in water to obtain as fine a flavor as that produced by flowing boiling water once through very finely ground coffee held in a close mesh muslin sack of correct dimensions.

2. Boiling the water after the bag containing the grounds has been placed in same draws out very little of the color or flavor, and continuous boiling therefore is unnecessary for extraction purposes. Boiling not only fails to extract the strength but causes a deterioration in flavor of the brewed liquor, which is overcooked as the boiling is continued. Water, however, must reach the boiling point before the coffee is placed in it.

3. The main extraction is obtained by the circulation of the water through the grounds, this being best accomplished by stirring the bag thoroughly through the water. Allowing the bag containing the grounds to stand in the water also causes considerable extraction, but is not as effective as the stirring and causes a harsher flavor.

4. Draining the bag is an important feature, as much strength is thereby released from the grounds. The brew should not be served until the bag has been removed and drained.

5. Tying the bag 12 inches from the open end permits the grounds to rest loosely in the bag, and thus allows the free entrance and circulation of the water through the grounds.

6. The texture of a sugar bag is not fine enough for thorough separation of grounds from the water. This makes any finer grind than the standard sample not feasible, because of the too great proportion of grounds left in the brew.

7. The brew should be made just before serving and not allowed to stand. It should be neither cooked nor cooled.

8. The absorption of water in the grounds after the bag has drained is estimated at one-sixth of the total volume of water (one-sixth of  $7\frac{1}{2}$  gallons).

9. The proportion of 4 pounds of coffee, ground like sample advised, to  $7\frac{1}{2}$  gallons of water, brewed by the rule suggested herein, produces a dark colored, strong flavored liquor of fully sufficient strength, in my judgment. The proportion of coffee to water is, I think, ample, and might be reduced 10 per cent without causing too weak a brew.

10. The rule which produces the best result is as follows:

Put  $7\frac{1}{2}$  gallons of water in the boiler. Bring it to a thorough boil, and at once add 4 pounds of roasted ground coffee, which has been tied within a muslin bag, such as an inside cotton sugar bag. Then remove the boiler from the hot fire so as to stop boiling. The bag should be large enough to permit free movement of the grounds and the free passage of water through the grounds. For these reasons also the bag should be tied at a point not more than 12 inches from the open end.

Stir the bag thoroughly about in the water for five minutes. Then lift up the bag, and after allowing it to drain thoroughly into the brew remove it entirely. Serve as soon as possible.

Do not allow the brew to either cook or cool.

The cotton bag, if it is used should always be promptly washed in cold water and then kept immersed in cold water until used again. Use new bag frequently.

Coffee should be made for immediate use only.

#### OLD COFFEE FIRM LIQUIDATES

John O'Donohue's Sons, the old coffee importing house of New York, will retire from business about January 1, 1919. This is understood to be the oldest green coffee firm in the United States. The business was established about seventy years ago by C. A. O'Donohue, grandfather of John O'Donohue. Some years later John O'Donohue took his five sons into the company. The business has for some time been conducted by C. A. O'Donohue, one of the sons, who retired in order to have more time to look after his other interests.

James E. Carret, who has been with the firm for twenty-three years, and who for three years has been its secretary and manager, plans to enter the coffee jobbing and importing business on his own account on January 1, under the firm name of James E. Carret & Co., with offices at 100 Front street. The building occupied by John O'Donohue's Sons has been purchased by Edward Bleeker.

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## COFFEE EXCHANGE TO REOPEN RECONSTRUCTION CONFERENCE

Board of Managers Decide to Resume Trading Under Modified Government Control on December 26

TRADING in green coffee futures on the New York Coffee and Sugar Exchange will be resumed on December 26, under limited restrictions specified by the United States Food Administration. This was the decision of the Board of Managers on December 11, after a meeting of Exchange members on December 9, to discuss the matter of resuming trading, had resulted in a tie vote of 39 to 39.

The new restrictions provide that there shall be no trading for delivery earlier than May, 1919, and that a day's fluctuations shall be not more than 150 points. It is understood in the trade that the Food Administration has given assurance, though not a positive guarantee, that it will not again interfere with Exchange operations.

Trading in futures was stopped by the Food Administration on October 18, and the Exchange has not been operating since, except for the week ending November 9, when liquidation of old contracts was going on by Government order. The last sale reported on October 18 was at 10.15 cents. September and Santos 45 were quoted in the spot market at 15½ cents, rising to about 23 cents on December 11. On this basis of advance it is predicted that prices at the Exchange will show a fairly proportionate increase on opening day, December 26.

#### "IF YOU WOULD WIN A MAN"

If you would win a man to your cause first convince him that you are his true friend. Therein is a drop of honey that catches his heart, which, say what he will, is the greatest high road to his reason, and which when once gained, you will find but little trouble in convincing his judgment of the justice of your cause, if indeed that cause be really a just one. On the contrary, *assume to dictate* to his judgment, or to command his action, or to mark him as one to be shunned or despised, and he will retreat wit in himself, close all the avenues to his head and heart; and though your cause be naked truth itself, transformed to the heaviest lance, harder than steel, and sharper than steel can be made, and though you throw it with more than herculean force and precision, you shall be no more able to pierce him than to penetrate the hard shell of a tortoise with a rye straw. Such is man and so must he be understood by those who would lead him even to his own interests.—ABRAHAM LINCOLN.

Manufacturers Offer Practical Suggestions for Restoring the Extract, Cocoa Bean and Grocery Industries

AT the big Reconstruction Conference held in Atlantic City, December 3-6, the Food Production and Exchange Group was one of the most active in presenting resolutions urging the continuance of war-time economies, the early removal of no longer needed war-time restrictions, and in suggesting ways and means to restore the food trades to their normal spheres of industrial usefulness. The beet sugar men asked for a duty on the imports of foreign sugar, the extract men urged uniformity of pure food laws and State weights and measures, and the cocoa bean men demanded the removal of all embargoes and trade restrictions on cocoa beans.

Henry L. Goeman, of the Goeman Grain Company, Mansfield, Ohio, and Charles L. Parsons, of Borden's Condensed Milk Company, New York, acted as chairman of the Food Groups. William H. Ukers, of THE TEA AND COFFEE TRADE JOURNAL, was secretary and vice-chairman.

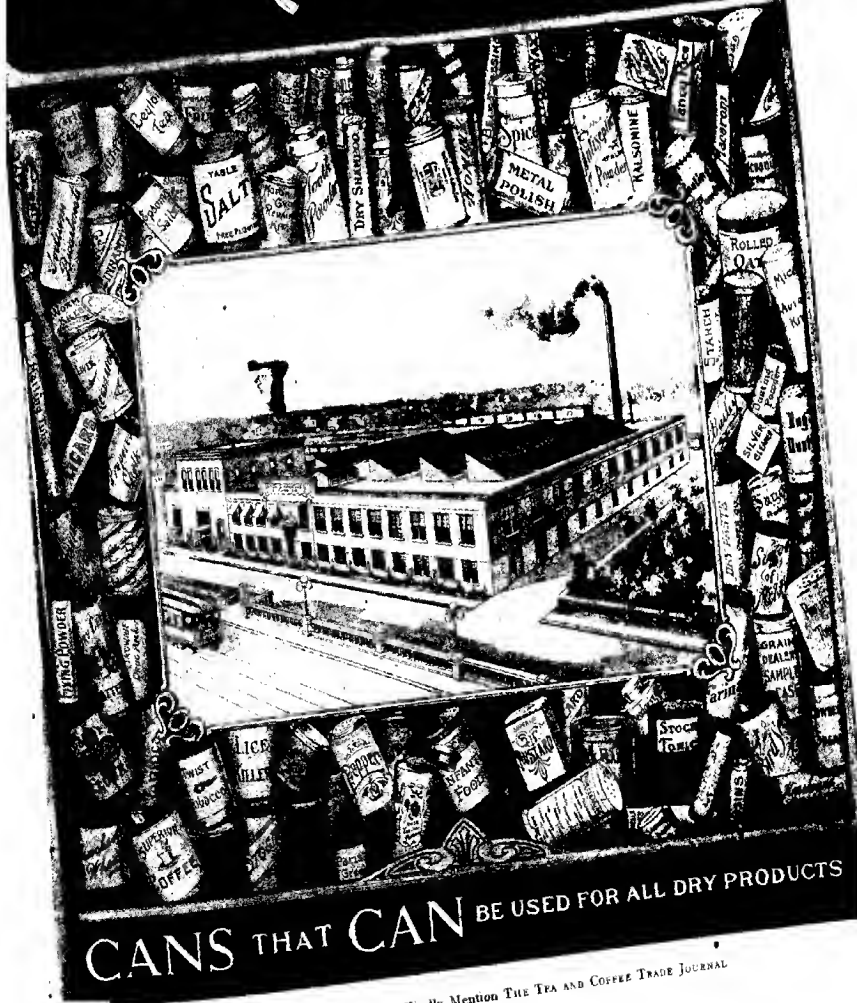
There were close to 5,000 representative business men in attendance at the conference. Among those prominent in the food trades were noticed: Fred Mason, president of the Shredded Wheat Company, Niagara Falls, N. Y.; Louis Runkel, of Runkel Bros., Inc., New York; Howard Heinz, H. J. Heinz Company, Pittsburg; T. W. Carman, Baker Extract Company, Springfield, Mass.; R. A. and W. M. McCormick, McCormick Bros., Baltimore; F. L. Beggs, Newark, Ohio; S. J. Sherer, Chicago; S. B. Steele, Steele-Weddes Company, Chicago; G. W. McCormick, Menominee, Mich.; Truman G. Palmer, secretary, U. S. Sugar Manufacturers' Association, Washington, and Alfred H. Beckman, secretary, National Wholesale Grocers' Association of the United States, New York.

#### U. S. TEA BOARD REAPPOINTED

WASHINGTON, D. C., Dec. 12, 1918.—The members of the United States Board of Tea Experts for 1919 are to be the same as in 1918, according to a Treasury Department notice to-day. They are: Arthur T. Hellyer, Chicago; Herbert G. Woodworth, Boston; C. E. Wyman, St. Paul; E. R. Rogers, Tacoma; J. J. McNamara, New York; George W. Caswell, San Francisco, and George F. Mitchell, the Supervising Tea Examiner. It is expected that all of the members will serve. The first meeting of the Board will be held in New York City on January 9, 1919.

THE TEA AND COFFEE TRADE JOURNAL

ST. LOUIS  
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TABLE I.—SPECIFIC GRAVITY OF EXTRACTS OF COFFEE AND COFFEE ADULTERANTS\*

Substance	Specific Gravity
Spent tan	1.00214
Lupine seed	1.00570
Acorns	1.00730
Peas	1.00730
Mocha coffee	1.00800
Beans	1.00840
Neilgherry coffee	1.00840
Plantation Ceylon coffee	1.00870
Java coffee	1.00870
Jamaica coffee	1.00870
Costa Rica coffee	1.00900
Native Ceylon coffee	1.00900
Brown malt	1.01090
Parsnips	1.01430
Carrots	1.01710
Hotka	1.01850
Black malt	1.02120
Turnips	1.02140
Rye meal	1.02160
Dandelion root	1.02190
Red beet	1.02210
English chicory	1.02170
Yorkshire chicory	1.01910
Foreign chicory	1.02260
Guernsey chicory	1.02326
Mangel wurzel	1.02350
Maize	1.02530
Bread raspings	1.02630

\* Blyth, "Foods: Their Composition and Analysis," sixth edition, London, (1909), 360.

The density of an infusion of ipel made and determined under these conditions is 1.00680. This density would place it between lupine seed and acorn in Table I, and would serve as one means of identification. The roasted seed gave 24.4 per cent extract, soluble in water when treated in this manner. König<sup>1</sup> gives for coffee 21.2 per cent to 27.28 per cent. The ground, roasted seed when floated on strong salt water, cooled to a low temperature, in the course of a half hour sinks to the bottom of the cylinder. As it falls to the bottom it leaves a trail of color. This color is not as intense as the color produced by chicory.

The analyses of the powder from the roasted and raw beans, along with that given by König<sup>1</sup> for coffee, are shown in Table II.

TABLE II.—ANALYSES OF IPEL AND COFFEE (Numbers give percentages)

	Ipel		Coffee	
	Raw	Roasted	Raw	Roasted
Moisture	14.80	8.13	10.73	2.38
Fat (ether extract)	8.68	6.95	11.80	13.85
Nitrogen	6.42	5.21	2.32	2.60
Sucrose	trace	trace	7.62	1.31
Nitrogen free material other than fiber	9.78	16.11	20.30	59.38
Gruide fiber	22.29	22.18	24.01	18.07
Ash	4.20	4.37	3.02	4.65

The oils extracted from the roasted bean and from the raw bean have the indices of refraction and the saponification numbers given in Table III.

Ipel has no possibility of becoming of any great commercial value, but it has a local signifi-

TABLE III.—THE CONSTANTS OF THE OILS OF IPEL AND THOSE OF COFFEE\*

Ipel:	Index Refraction	Saponification
Raw	1.4670	196.2
Roasted	1.4690	190.7
Coffee:		
Raw	1.4695	157.2
Roasted	1.4715	162.6

\* König, loc. cit.

cance. Viewed in relation to the world's production of coffee it is infinitesimally insignificant.

TABLE IV.—AVERAGE ANNUAL PRODUCTION OF COFFEE BY CONTINENTS, YEARS 1906-1910.

Continent	Pounds.
South America	2,021,800,000
North America	884,138,000
Asia	92,318,000
Africa and Oceania	21,998,000

The properties of ipel are discussed here because of its local use as a coffee substitute or adulterant.

## MOLASSES IN TEA AND COFFEE

### It Is Not Likely It Will Ever Become Popular as a Sweetener for These Beverages

ONE of the contributing editors to this department sees no disadvantage to the user if molasses be added to coffee and tea instead of sugar. He reasons this wise:

"Molasses, being a by-product, contains a considerable percentage of sugar, the rest being made up of water, mineral salts and slight impurities. The value in caloric, as compared with sugar, would approximate 70 per cent, though this is not fixed, due to the variable composition of molasses. Sugar has, of course, numerous advantages over molasses in sweetening value and convenience in handling, and it is doubtful whether its use will be much curtailed by pushing the sales of molasses, honey or maple syrup.

"The average man requires about 2,500 calories per day. One pound of sugar yields 1,815 calories, and at 6 cents a pound 3,000 calories of sugar will cost 10 cents. A cup of coffee containing milk and sugar, as purchased at Childs' restaurant, yields 195 calories.

"Some who have tried molasses in their tea and coffee report that it produces a most unsatisfactory drink. The mineral salts present in molasses, while not injurious, are responsible for the unpleasant taste. Molasses can be of various grades, so that it will have the appearance of a fine quality syrup, the salt content remaining nearly the same.

"A good quality syrup would not give such an unpleasant taste, but much of the stuff on the market to-day has a taste resembling nothing so much as epsom salts. It is not likely that molasses will ever reach a popular stage as a sweetener for beverages."

<sup>1</sup> Die menschlichen Nahrungs- und Genussmittel, 4th ed. Julius Springer, Berlin (1904), 2, 1072.

<sup>2</sup> Loc. cit.

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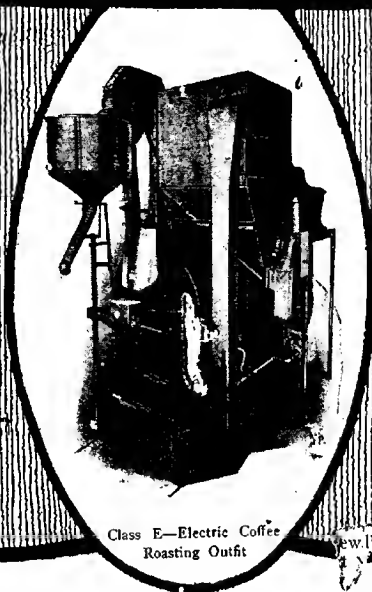
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The Lambert coffee roaster excels because it is the pioneer indirect flame (underneath) gas roaster. Because it is the most compact, self-contained, two bag roaster on the market. Because it requires the minimum of power for operation. Because it is easily installed. Because it is substantially constructed.

A complete outfit designed for coffee, peanuts, cocoa beans, cereals, etc., comprising roaster, cooling apparatus, elevator, feed hopper, electric motor, with geared connections and gas attachments; also stoning and chaffing attachments for coffee. Built in two standard sizes—three hundred pounds and two hundred pounds capacity.

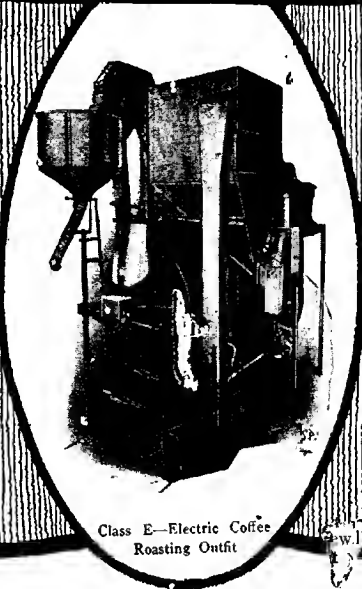
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